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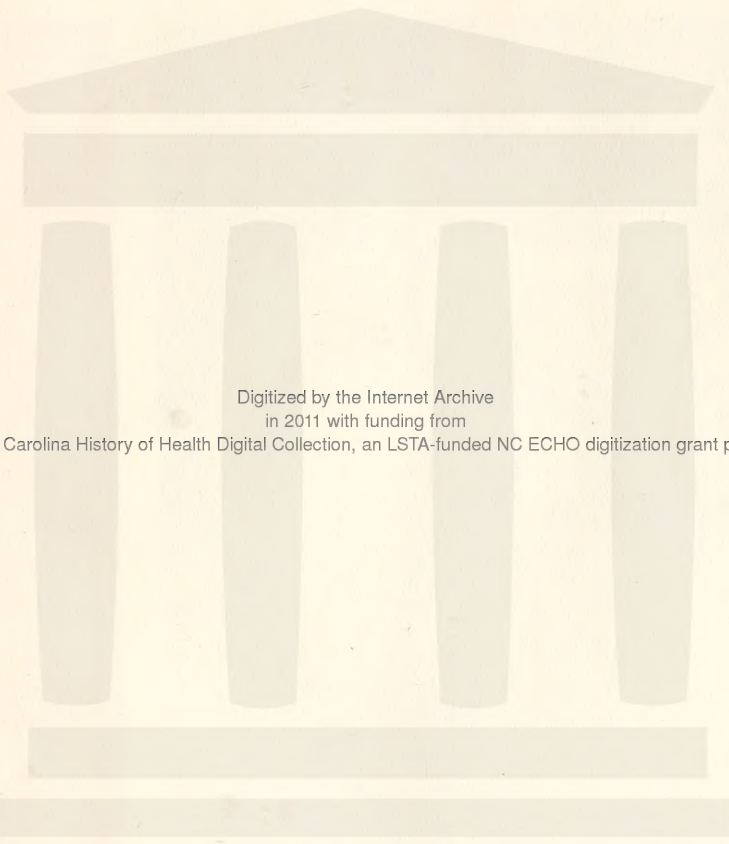
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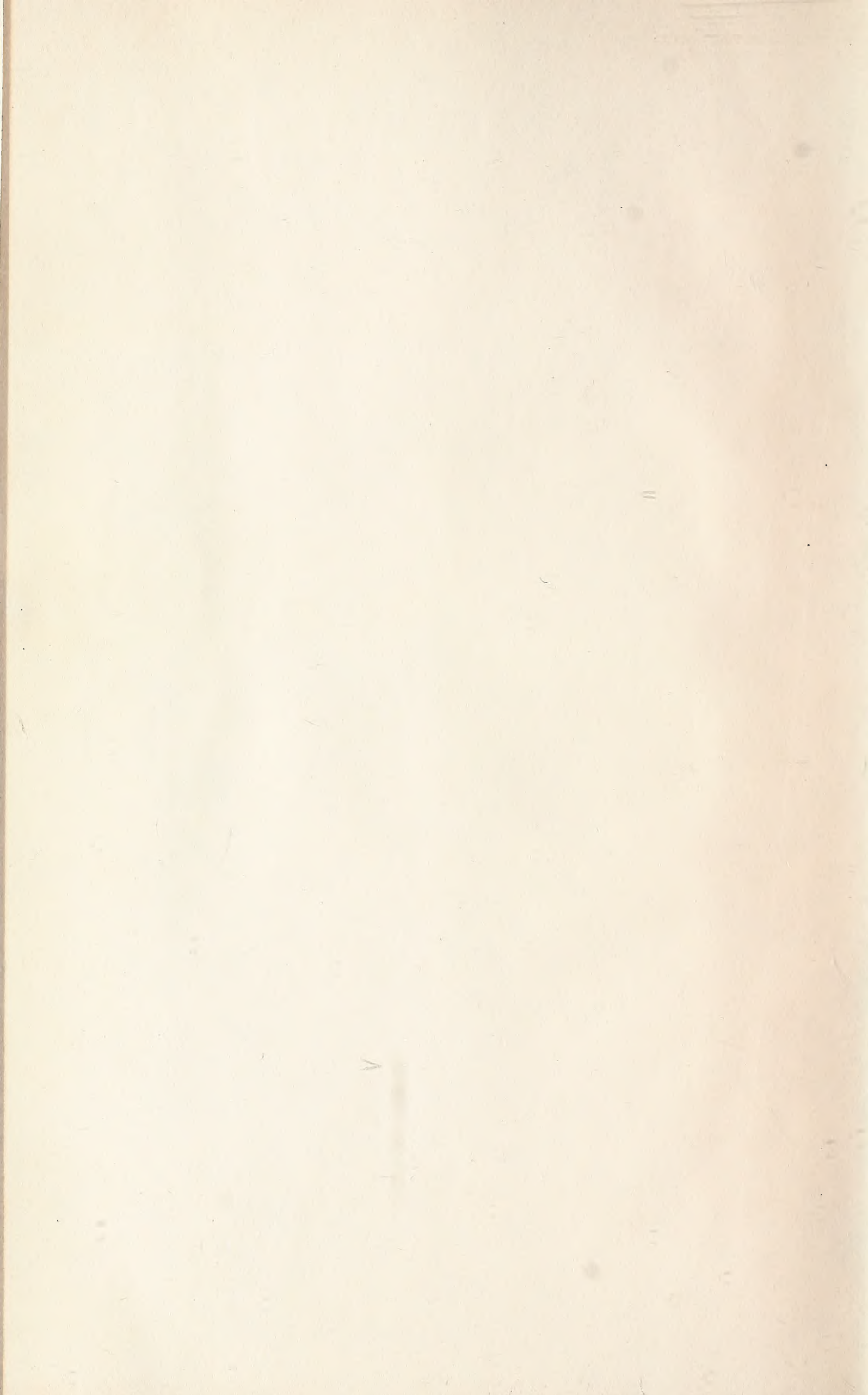
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The Carolina **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.

JAN 27 1956



JAN., 1956

Volume XXXVII Number 1

IN THIS ISSUE

**Prescription Specialties and
Their Organized Literature**



SPEARHEAD

Your '56 promotions

with these

nationally
advertised

NORWICH LEADERS

Pepto-Bismol...

America's leading remedy for upset stomach. There's a 63¢ profit for you in every large-size sale, and a big saving of 77¢ for your customers. Feature the large size by using your Pepto-Bismol motion display unit. Get your full share of this big . . . and growing . . . Pepto-Bismol® market!

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First nationally advertised brand in the profitable family size. Take advantage of the special introductory consumer bargain offer . . . display the new Norwich Aspirin "500's" up front . . . keep them there throughout the year, and watch those large-size sales and profits grow!

THE NORWICH PHARMACAL COMPANY

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The famous Norwich "Money-Back" guarantee on every product bearing the Norwich seal assures you a full profit, even if you refund a customer's purchase price!



A Brand New Glorious Box For the Favorite Candy of the South

NOW
Personalized



\$2.00 lb.

- Nunnally's creates a new appeal for fine gift candy!
- A box designed to capture the tradition of The South with space for the personal message of the sender.
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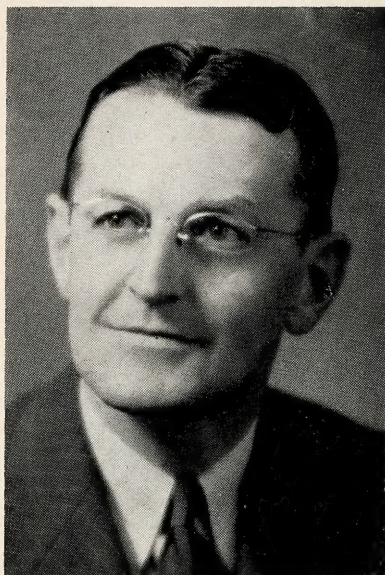
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THE CANDY OF THE SOUTH

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Gifts Galore Salesman of the Year 1955



WE SALUTE Mr. Owen Carr Trogdon for outstanding achievement in sales in the Justice Drug Company Gifts Galore campaign.

Mr. Trogdon serves the Archdale, Draper, High Point, Jamestown, Leaksville, Reidsville and Spray areas.

TRY YOUR DRUG WHOLESALER FIRST



JUSTICE DRUG COMPANY

Greensboro, N. C.

The Carolina JOURNAL OF PHARMACY

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NORTH CAROLINA

JANUARY, 1956

VOL. XXXVII No. 1

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AT THE CROSSROADS

Outsiders After Vitamin Dollars

For the past few years house to house canvassers operating throughout our country have made inroads upon our sales. Many items originally introduced by the pharmacist have or are being taken over by door to door salespeople.

Vitamins are a prime example.

Some few years ago a firm on the West Coast started operation with only a handful of salesmen and saleswomen. Today that firm is a tremendous factor in the supply of vitamins to homes.

Department stores, "pine boards" and other types of non-drug outlets are getting their share of the vitamin business also. It is estimated that in 1954 the public purchased over 13 million dollars in vitamins from sources not connected in the drug business.

In a recent issue of the *American Druggist* you will find plans of The Fuller Brush Company to expand into the vitamin field, and other non-drug outlets are briefing their sales force on nutrition, food supplements, etc. in preparation for taking over a greater share of the public's vitamin dollar.

To be forewarned is to be forearmed. Call your clerks together. Have sales talks. Any of the representatives of the pharmaceutical firms supplying "drug store vitamins" will be glad to assist.

Feature only ethical vitamin products—vitamins which are sold only to the pharmacist, not to soda shops, department stores and the like.

Impress your customers you stock and sell only the best vitamin products—produced by top level pharmaceutical manufacturers after extensive biochemical research.

Don't let the vitamin business drift away on account of complacency. You and your clerks have the know-how to properly combat the door to door peddler and his associates in their drive for a greater percentage of this business which rightfully is yours.

It's a case of having a plan and working your plan. If you do, we are confident you will find it worthwhile.

The Carolina Journal of Pharmacy is published monthly by the N. C. Pharmaceutical Association, Box 151, Chapel Hill, N. C. Subscription rate: \$3.00 a year; single copy, 25 cents. Entered as second class matter July 5, 1922 at the post office at Chapel Hill, North Carolina under the Act of March 3, 1879.



Fire at Futrell's

A pre-Christmas fire originating on the second floor of Futrell's Pharmacy, Wilmington, destroyed a large quantity of drugs and packaged merchandise.

The downstairs part of the store, although not touched by the flames, was damaged by water.

Narcotics Taken

Narcotics valued at \$200 were taken from Hickory's Medical Center Pharmacy on December 3. Since nothing else was taken from the pharmacy, police said it was evident the thieves were after narcotics alone.

Alarm System Pays Off

Hilliard Bobbitt had his Clinic Drug Store in Glen Alpine so well protected with a burglar alarm system that an attempted break-in was foiled. Total damages: a broken rear door; merchandise loss: none.

How's the Weather?

As a convenience to their customers, John and Charles McNeill of Whiteville operate a weather station in their drug store—J. A. McNeill & Sons.

Complete with barometer, anemometer and charts, "McNeill's Weather Station" came into being back in the late summer and early fall when Southeastern N. C. was being hit by hurricanes.

McFalls Acquitted

Charles D. McFall's of Madison was found not guilty on a charge of selling

strychnine to a customer who, it was alleged, had asked for quinine.

Charges against Mrs. McFalls, included in the original indictment, were also dropped.

Joins Drug Centre

Henry K. Leitch of South Bend, Indiana, has joined The Drug Centre of Albemarle as pharmacist. His formal training in pharmacy was obtained in Michigan.

Plans Christmas Parade

Winston-Salem's Christmas parade and street decorations this year were under the chairmanship of Leslie Myers, manager of Patterson Drug Company.

Makes Radio Talk

One of the 15-minute programs, "Community Health," sponsored weekly over WWNC, Asheville, by the Buncombe County Medical Society, was spotlighted by a talk by W. Moss Salley, Sr.

During the program, which was broadcast on November 19, Mr. Salley explained the pharmacists' role in working for better community health. The script was prepared by Jim Harrison.

Scholarly Message

From the Kannapolis bulletin, "Rotary Speaks": Mr. Rudy Hardy, pharmacist at Cabarrus Memorial Hospital, delivered a most scholarly and thought-provoking message. His theme centered on what we can do to make the world better; how Rotarians can develop the "4 Way Test" to put truth and honor at the reins of leadership in our country.

CECIL THE MAGICIAN

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A. Coke Cecil

Hight Point, North Carolina

Prescription Specialties and Their Organized Literature

HERMAN O. THOMPSON, Ph.D.
Professor of Pharmacy, U.N.C.

Many, if not all, of us, as pharmacists or teachers, realize that drug specialties or trade-marked or patented drugs are of great importance in modern prescription practice today. These prescription specialties are important not only from their use but also because they represent (in many cases)

1. the progress of pharmacy, and
2. the recognition given discovery and initiative, i.e. a part of the system of free enterprise.

The term prescription specialty can evoke from many of us reactions ranging from

1. interest, pride, and appreciation for the progress in pharmacy which many of them represent
2. to irritation and frustration in view of the seemingly endless number of them and our difficulty in knowing them and what they do and the terrific problem they create in stock control and holding down inventory.

There are specialties which merit the complimentary reaction and also those which merit an opposite reaction and some which merit a mixture of the two.

How old are drug specialties? When were they first invented or introduced? The exact date for their birth is probably indeterminate. Many drugs accepted as standard, official, or classic today started out as specialties, for example Fowler's Solution started out as Wilson's "Patent Ague Drops" in 1781 (Urdang and Kremers, p. 110 (1940)), Epsom Salt was represented or protected, in 1698, in the first real medical patent granted in England (*op. cit.*), and it is even easy to imagine Ointment of Rose Water or Cold Cream gaining early use as a specialty of the famous Galen as its synonym of "Galen's Cerate."

Among the earliest recorded specialties were the famed "Terra Sigillata" or sealed earths. "The practice of 'trade marking' drug preparations, thus identifying them as the products of certain specific sources or

places, became a part of the pharmaceutical art well before the Christian era. Men learned early the prestigious advantage of such warranties as a means of gaining customers' confidence, and the commercial advantage of an easily recognized mark. Thus, the trade mark, as applied to drugs and medicines, is no invention of modern times." . . . "This practice . . . has behind it the sanction and approval of some 2500 years of man's experience." (Modern Pharmacy, No. 1 (1952) Jan.)

From these reports we can see that these special products or specialties had as important reasons for their existence advantages to both the maker and the buyer. These advantages exist today.

Most, if not all, modern specialties, drug and otherwise, could not exist if it were not for two very important legal concepts

(Continued on page 8)



PROFESSOR HERMAN O. THOMPSON

Rx SPECIALITIES

or laws which exist in this country (and similar laws in many other countries of the world), namely:

1. the patent laws, and
2. the copyright or trade-mark laws.

The first grants protection to the discoverer, inventor, or owner as to his method of preparation or manufacture. The second grants protection to names, pictures, labels to identify the product of a distinct manufacturer. These names hammered into the consciousness of users have contributed immeasurably to the success of special products or specialties. (Urdang and Kremers, p. 11, (1940).)

Thus far I have made mention of specialties in a rather general manner. The more immediate form of specialty for this talk is the prescription specialty which can be defined as

—any drug or preparation of a drug which has some distinct feature either as to name, substance, or pharmaceutical form and is chiefly intended for use on the order or specification of a physician, or other licensed practitioner, to a pharmacist. It is usual for prescription specialties to have protection from patent and/or copyright or trade-mark laws.

In approaching the subject it is important that we have a more definite idea of the extent or number of specialties. One estimate given is that there are approximately 8,500 specialty products in the field of ethical or prescription drugs. These 8,500 specialties are offered in a variety of pharmaceutical forms in different strengths and in different packages. (C. E. N. 31:3856-8 (1953) No. 38, Sept. 21.)

(How many specialties and non-specialties does the average pharmacy have in its stock?)

Let's remember that as practicing pharmacists we are, therefore, liable to be called upon to dispense or to give information or to find information on any one of 8,500 primary specialties not including different forms and strengths.

Let us remember also that today various estimates (Abbott Market Research Report, March 25, 1955, N. C. Prescription Studies conducted at the University of North Carolina School of Pharmacy [N. C. Jour. of Pharm. 32:604-5 (1951) and 34:395-9

(1953)] and unpublished material) show that about 90% of prescriptions written and filled today require no compounding on the part of the practicing pharmacist in his drug store. (Narcotic Prescriptions in N. C. show a higher percent requiring compounding.) And that of this 90% the greater majority are for prescription specialties. It is also true that many of the prescriptions requiring compounding include specialties.

One prescription survey shows that in 1954 83% of all prescriptions contained one or more specialties.

Another interesting aspect of prescription specialties is the fluidity or ever-changing nature of the field. It has been stated that the average prescription specialty has a life of two to three years. (Private communication.) This means a considerable occurrence of new drugs, new names, and new forms. It also means that the unwary pharmacist as a buyer can find his prescription stock well interspersed or diluted with dead items. Knowledge of specialties, the forces and tendencies in the use and development of modern drugs, and good judgment in purchasing of drugs will avoid waste of money and materials. Table I will indicate the occurrence of new specialties in 1953, 1954, and the first six months of 1955.

This does not include the different forms and strengths. In view of these recent introductions, we can easily agree with the statement that 90% of the 1,160,000 prescriptions filled every day could not have been filled ten years ago, because the drugs didn't exist then. (Cooley, "I hate drugs, but . . . , " The National Pharmaceutical Council, New York, 610 Park Ave.)

The modern pharmacist practicing modern pharmacy has an obligation to have adequate knowledge and information about drugs. This is an obligation to

1. the profession of pharmacy to keep it an alive and progressive profession,
2. the public whom he serves under special privileges granted to him by the public through its government,
3. the doctors and other licensed prescribers with whom he is associated as a member of a team to render superior health services,
4. himself as a competent professional person.

TABLE I*

<i>Class of drug</i>	1953	1954	1955
Antibiotics—sulfas and combinations.....	51	78	34
Vitamins, minerals, hematinics, lipotropics, etc.....	50	67	36
Sedatives, hypnotics, analgesics, etc.....	43	52	48
Hormones	42	38	33
Gastrointestinals	27	26	11
Cardiovasculars	22	59	13
Autonomics	15	9	—
Antihistaminics	10	29	6
Gynecologicals	9	—	8
Cough and cold	6	16	7
Central nervous system stimulants.....	4	—	5
Biologicals	—	10	9
All other	57	35	18

* (Drug Executives Edition, *Chain Store Age* through *Modern Medicine Topics*, Oct., 1955.)

The best and most practical means to obtain information upon modern prescription specialties is through the organized literature on these drugs. Fortunately, better literature and information exists today than ever before and at a cost within reason. The literature which will be briefly described here is as follows:

1. New and Non-Official Remedies, 1955 edition, Lippincott and Co., Phila.
2. Modern Drug Encyclopedia, 6 ed. and bimonthly supplements, Drug Publications, Inc., New York.
3. Facts and Comparison, E. K. Kastrup, St. Louis, with monthly supplements.
4. Unlisted Drugs, Unlisted Drugs Committee of the Pharmaceutical Section, Science-Technology Division, Special Libraries Assoc. monthly issues.
5. Physician's Desk Reference, Medical Economics, Inc., Rutherford, New Jersey, 1955 edition.
6. The various manufacturers' catalogs. These are especially valued for price, package size, and pharmaceutical form information.

7. Special literature from the manufacturer. The major and ethical manufacturers in their better literature furnish one of the sources of information for their products.

8. The professional journals, e.g., The Jour. Am. Pharm. Assoc. in the Practical Edition each month basic information for the pharmacist on recent products.

The following table attempts to compare the major books dealing with specialties.



TABLE II

Comparison of Important Books on Specialties

	N.N.R.	M.D.E.	F.&C.	P.D.R.	Unlisted Drugs
Number of Drugs					
List.....	~413	~3800	~4850	>1700	~2000/yr.
Classification.....	Ther.	ABCD	Thera.	ABCD & Chem. P'col.	ABCD
Revisions.....	Yearly	Bimonthly	Monthly	Yearly	Monthly
Actions and Uses....	+	+	+	+	+
Drug Cost					
Information.....	—	—	+	—	—
Publisher and City...	Lippincott (Phila)	Drug Publications, N. Y.	F.&C. Inc. (St. Louis)	Med. Economics, Inc. (Rutherford, N. J.)	21 Mfrs.
Price.....	\$3.35	\$15.00	\$11/1st yr. \$5/2nd yr.		\$5/yr.
Miscellaneous.....					

(Continued on page 42)

ANNOUNCING

A 3-Day Sales Training School

"Sales Promotion in the Pharmacy"

for

- Employees of North Carolina pharmacies
- Proprietors of North Carolina pharmacies
- Others interested in doing a better selling job

WHEN?—Opens Tuesday night, February 14; all day Wednesday, February 15; closes at noon on Thursday, February 16.

WHERE?—Institute of Pharmacy, Corner Church & W. Rosemary Streets, Chapel Hill, North Carolina.

SPONSORED BY—North Carolina Pharmaceutical Association.

PURPOSE—More effective display and selling.

HOW?—Demonstrations—lectures—movies—how-to-do-it sessions.

PROGRAM—All major departments of the average pharmacy will be covered with exception of soda fountain and prescriptions.

FACULTY—Some of the best informed merchandisers and sales consultants in the country supplemented by a number of North Carolina pharmacists who have been highly successful in the field of retail merchandising.

ATTENDANCE—Limited to 100 registrants. Attendance certificates will be awarded to registrants who attend all sessions of the school. Special awards

for registrants making top grades on true-false questionnaires.

ACCOMMODATIONS—

1. Carolina Inn, Chapel Hill, N. C. (Hotel)
2. University Lodge (Motel)—about 2 miles from the Institute.

DIRECTOR—W. J. Smith, P. O. Box 151, Chapel Hill, N. C.

“However prosperous it may be at the present time, no drug store can afford to overlook the sales volume produced by efficient salesmanship. The period of automatic sales to eager customers has just about ended and druggists must be prepared to use every possible tool to maintain or achieve a favorable competitive advantage, not only against other drug stores, but against non-drug outlets such as super-markets, department stores, and variety stores as well.

“Potential sales created by means of extensive promotions, attractive displays and hard-hitting newspaper advertisements can meet their undo-

— CLIP AND MAIL —

W. J. Smith, Box 151, Chapel Hill, North Carolina

We are interested in the NCPA-sponsored school “Sales Promotion in the Pharmacy.” Send copy of program, registration blank, and other necessary details to

(Name)

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(OR USE DRUG STORE LABEL)

ing at the hands of salespeople who are insufficiently trained. Retail drug stores that expect to flourish during the approaching era of severe competition cannot leave selling to chance, but must practice dynamic, information and efficient selling methods."

THE FACULTY

- Rease Inge of E. R. Squibb & Sons
- J. Emmett Terrell of Mead Johnson & Company
- Bruce E. Corley of Argus Cameras, Inc.
- L. W. Millican of Bauer & Black
- R. C. Eustice, Jr. & Tom Tucker of Johnson & Johnson
- Professor F. C. Hammerness of the Univ. of North Carolina School of Pharmacy

DISCUSSION SUBJECTS

- "Let's Build a Baby Department"
- "How to Operate a Profitable Camera Department"

- "Sell as Customers Like It"
- "How to Put the Sizzle into Selling"
- "How to Put 'vim' into Vitamin Selling"
- "The ABC's of Fair Trade"
- "Successful Selling"
- "Effective Window & Interior Displays"
- "How to Eliminate OOS's (out of stock)"
- "Suggestive Selling"
- "How's Your 'SA' (sales appeal)?"
- "There's Profitable Dollars in the Numbers Game" (Rx Accessories)
- "How to Establish a Veterinary Department"
- "What I, as an employee, expect of my Boss"
- "What I, as an employer, expect of my employees"



Reabela Tablets

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

Reaco A & D Capsules

\$10.00 Doz. 100s

A. E. P. Tablets

\$24.00 Doz. 100s

Pyridoxine HCl (B6) 10 mg. Tablets

\$2.25 per 100

Pyridoxine HCl (B6) 25 mg. Tablets

\$4.50 per 100

Pyridoxine HCl (B6) 50 mg. Tablets

\$7.50 per 100

Reavita Capsules

\$34.80 Doz. 100s

\$28.00 per 1000

Neo-Reavita

\$36.00 Doz. 100s

Reacaps

\$25.80 Doz. 100s

Rea-Secal

\$15.00 Doz. 100s

Your cooperation in stocking Reaco Products is appreciated

REACO PRODUCTS

P. O. Box 247

WEST DURHAM, NORTH CAROLINA

SMITH WHOLESALE DRUG CO.

SPARTANBURG, S. C.

A Young and Growing Service Wholesale House,
Owned and Operated by Registered Pharmacists

We Appreciate Your Business



Young Mark Collier, son of Pharmacist and Mrs. Tommy Collier, formerly of Chapel Hill but now of Greenville, South Carolina, says his favorite Rx is compounded of jelly beans, chocolate fudge and vanilla ice cream.

NOW! MORE AND MORE PEOPLE ARE REACHING FOR ALKA-SELTZER



DISPLAY **Alka-Seltzer**[®]

BRAND

where it's
easy-to-see, easy-to-reach

MORE DISPLAY... MORE PROFIT!

It's that simple! The more you display ALKA-SELTZER, the more it sells! Your customers want ALKA-SELTZER for relief of headaches, upset stomach, cold discomforts! Cash in now on increasing sales! Put ALKA-SELTZER in easy reach—Put bigger profits in your pocket!



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Richmond, Va.



Wholesale Druggists
Importers & Jobbers
Druggists' Sundries & Fancy Goods



We solicit your orders
Our experience of over 70 years
insures our ability to serve you
satisfactorily

MDs—Pharmacists Meet

The Liaison Committee of the N. C. Pharmaceutical Association and the Medical Society of the State of North Carolina met in Raleigh on January 13 for a discussion of mutual problems.

Representing the NCPA were Paul B. Bisette, Sr., Wilson; Wade A. Gilliam, Winston-Salem; Roger A. McDuffie, Greensboro; W. L. West, Roseboro and W. S. Wolfe, Mount Airy.

Present from the Medical Society were Dr. Clyde Hedrick of Lenoir, Dr. Roscoe D. McMillan of Red Springs, Dr. Joseph B. Warren of Oriental, Dr. Charles R. Welfare of Winston-Salem, and Dr. Paul F. Whitaker of Kinston.

Others in attendance: Dr. J. P. Rousseau of Winston-Salem and James T. Barnes of Raleigh, president and executive secretary of the State Medical Society: Also, W. B. Gurley and W. J. Smith from the NCPA.

Details of the meeting will be released at a later date.

Thomas to Establish 2nd Pharmacy

J. I. Thomas of Dunn has bought half-interest in a local sundry store—Baldwin and Mattox Drug Sundries—and plans to install a prescription department as quickly as possible.

After the store is properly registered with the State Board of Pharmacy, it will be operated as "Hospital Pharmacy." The business is located opposite the Dunn Hospital.

The Thomas Walgreen Agency Drug Store, which Mr. Thomas established about four years ago, has grown rapidly under his capable guidance. A second pharmacist was recently employed.

Handy Yardstick

How much rent should I pay? Your total maximum monthly rent should not be in excess of one average day's sales.

How much salary should the owner take? Your weekly salary should not exceed 8% of your total net sales for the week.

What is the maximum amount I should owe creditors for merchandise purchased?

Should not exceed one month's sales at retail value.

to two months' sales at retail value.

What is the maximum inventory investment that I should carry? An amount equal

How much should I have invested in store fixture and equipment? Not more than 10% of your total yearly sales at retail value.

SUMMARY DATE ON DISTRIBUTION OF POLIOMYELITIS VACCINE

(as of December 10, 1955)

Total Vaccine Available to North Carolina since the

Beginning of the Federal Vaccination Program.....393,069 cc.

Total Vaccine Released to Commercial Channels.....250,158 cc.

Total Vaccine Purchased for Free Administration

by Local Health Departments.....142,911 cc.

COMMERICAL VACCINE CAME FROM

Eli Lilly & Company.....196,443 cc.

Wyeth33,759 cc.

Pitman-Moore19,956 cc.

A survey by the State Board of Health conducted among health officers of the state on the question, "Is Present Vaccination Distribution Plan (70% to commercial and 30% to health departments) a Reasonable Method of Distributing the Vaccine Throughout North Carolina?" turned out this way:

45 counties indicated a preference for more than 30%

29 counties indicated a preference for 30% or less

18 counties did not indicate a preference

RAMSEY

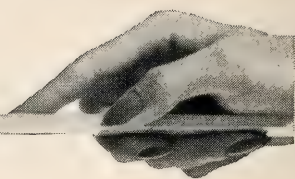
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*Designers and Manufacturers
of Complete Drug Store Fixtures*

CHARLOTTE, NORTH CAROLINA

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Outstanding new
Lederle product!



INCREMIN^{*}

Lysine-Vitamin Drops

Combines lysine, an amino acid, with Vitamin B₁, B₆, and B₁₂—a formula with remarkable ability to stimulate appetite and weight gain in infants and children. Equally effective as an appetite stimulant for the elderly.

Cherry-flavored INCREMIN can be added to milk or milk formula, or other liquid. Handy, unbreakable "squeeze" bottle makes accurate dosage easy.



SOLID SALES POTENTIAL! INCREMIN is now being introduced to the nation's pediatricians and GPs through detailing, advertising, and direct mail campaigns. It will quickly become a steady-moving, good-profit prescription item. And—it may be sold over-the-counter without prescription. Order now so you can fill every call for INCREMIN!

In 15 cc. polyethylene dropper bottle.

LEDERLE LABORATORIES DIVISION

AMERICAN Cyanamid COMPANY

PEARL RIVER, NEW YORK



*REG. U.S. PAT. OFF.

For Aches and Pains

We understand the following prescription is being used by a famous medical clinic in the treatment of arthritis:

Glycerin	30.0
Olive Oil	30.0
Wood Charcoal Powd.	60.0
Slippery Elm Bark Powd.	30.0
Powdered Senna Compound	45.0
Black Figs	1 ½ lbs.
Seedless Raisins	15 oz.

Grind the fruit first, and then add the powders. Next add the olive oil mixing to a paste and then add the glycerin, mixing well.

Form into balls about the size of prunes by rubbing in the palms of hands.

Sig: Chew one morning and night for one week. After that one each morning until aches and pains disappear.

Note: Weight of each pill approx. 12.7 Gm.

FOR SALE

Complete set of drug store fixtures, including backbar, wall cases, wrapping counter, floor case, five soda tables with chairs, refrigerated candy case, six nice fluorescent ceiling lights, three ceiling fans, Liquid Fountain, compressor, carbonator, electric ice shaver, milkshake machines, numerous other items.

B. F. King
King's Pharmacy
Hickory, N. C.

Welcome to the State

Pharmacists licensed by reciprocity from other states:

Jack Calvin Granger from South Carolina (Walgreen's of Greensboro); Edward B. Redman from South Carolina (Charlie's Drug Sundries of Mount Holly); and Mrs. Margaret Gretz from Mass. (will locate in Hendersonville).

Howard Kouzel from Maryland (lives in Washington, D. C.); Hugh O. Knight from Georgia (Mann's Drug Store, High Point); and Miss Marian Edith Whaley from Tennessee (Watts Hospital Pharmacy, Durham).

Joins Lutz in Hickory

Claude Warren, pharmacist at The Shelby Hospital since the pharmacy opened in May, 1954, has resigned to go into retail pharmacy in Hickory with Lutz Drug Store.

A graduate in pharmacy of the University of Georgia, Mr. Warren was licensed in the state by reciprocity from Georgia in 1953.

Bobbitt's Enlarged

Bobbitt's College Pharmacy formally opened its enlarged and remodeled store at Lockland Avenue and South Hawthorne Road in Winston-Salem with an open house celebration on November 9-10.

About one-third more floor space has been added, the prescription department enlarged to three times its former size and a new cosmetic department with full-time cosmetician is featured.

Ernest Rabil is manager of the store. It was opened in 1940 by A. B. Bobbitt and his brother, the late L. M. Bobbitt.

BEFORE YOU LOUSE SOMETHING UP, THIMK
AFTER YOU LOUSE SOMETHING UP, SNILE

USED AND REBUILT

SODA FOUNTAINS

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LARGE STOCK—QUICK DELIVERY

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**WHEN YOU NEED A USED SODA
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Report

The N.C.P.A. Committee on the Five-Year Pharmacy Curriculum, after careful consideration, wishes to submit the following observations and recommendations:

Pharmacy is an old and respected profession with a wealthy heritage. However, upon close scrutiny, we find the present day pharmacist has need of a broader educational background in order that he might better serve himself, his related professions, his customers, and his community.

The pharmacist of today finds that his duties and responsibilities are not limited solely to the dispensing of drugs. He finds that an extensive knowledge of drugs and their proper usage is becoming increasingly important in his relationship with medical and other practitioners. He finds that in order to provide a secure financial foundation for his profession he must have a basic knowledge of business, economic techniques, and taxes. Today, he is called upon by church, civic, and community groups to actively participate in their programs. These activities require varied interests and a good background in such things as letter composition and public speaking.

A summation of the above observations would be: The pharmacist of today needs breadth as well as depth in his college curriculum. The committee feels that in planning the new curriculum, consideration should be given to defining the objective of the educational program and constructing the new curriculum toward the realization of this goal, without regard to previous or existing curricula.

The following recommendations are submitted for consideration:

1. Delete all pharmacy subjects the first year—providing a pre-pharmacy year for students to orient themselves to college studies.
2. Require courses in Business English, Public Speaking, and Typing. (Typing only when student has not successfully completed this course in high school or business school.)
3. Include a modified course in Anatomy

with emphasis on medical terminology.

4. Increase time and extent of instruction in Physiology and Pharmacology. The committee suggests that these courses, especially Pharmacology, be taught in the same classes with medical and dental students. This would provide a more detailed course for the pharmacy student and give the medical and dental students a greater insight and appreciation of a pharmacist's training.

5. Devote more credit hours to prescription specialties. (Pharmacy 88 and 89.)

6. Stress to those students entering the retail drug field, courses in Drug Store Management, Business Law, Modern Drug Store Economics, Bookkeeping, etc.

7. Continue the careful guidance of students in their selection of elective courses. The committee feels that some of the courses which would add breadth and depth to a student's education are: History, Political Science, Sociology, Psychology and Foreign Languages.

8. Continue to provide North Carolina with well-trained pharmacists, instilling in them foundations of character, integrity, confidence, enthusiasm, service, and pride in their profession—Pharmacy.

The committee would like to express appreciation for the opportunity to present its views on these important subjects.

Respectfully submitted,

COMMITTEE ON THE FIVE-YEAR
PHARMACY CURRICULUM of the
N.C.P.A.

David D. Claytor, Chairman, Greensboro
Jarvis Alligood, Greenville
Oliver G. Fleming, Rocky Mount
J. C. Jackson, Lumberton
G. Haywood Jones, Zebulon
H. C. McAllister, Chapel Hill
Mrs. Addie B. Pegram, Apex
Ralph P. Rogers, Jr., Durham
J. T. Stevenson, Elizabeth City
C. R. Whitehead, Ramseur

November 28, 1955



Seminar Comments

"Having been raised in, associated with and manager of our family pharmacy, I found that all the information presented on the program was of a constructive nature, and if I might borrow a phrase from one of the TV commercials, it was indeed 'The Forward Look.'"

Edwin L. Reaves
Raleigh

"I enjoyed being a participant in the Seminar, and probably gained as much, if not more, than most of the pharmacists who attended. The program was very interesting and I must comment again on the progressive thinking of those pharmacists who were present. To me, it seemed that the theme of the whole Seminar might well have been 'How can we do it better.'"

Albert Neimeth
Warner-Chilcott Laboratories
New York

"It was the most constructive and beneficial Seminar we have had yet, in the opinion of all I have talked with. By means of a series of early morning meetings at various pharmacies, we are spreading the 'gospel' to those unable to attend."

James W. Harrison, Director
Professional Service Division
Dr. T. C. Smith Company
Asheville

"They (Seminars) are getting better all the time."

David D. Claytor
Greensboro

"Your meeting was a stimulating one, and it was pleasant being with you. For years I have heard about 'Southern Hospitality' and I liked it."

P. A. Donnelly
Eli Lilly & Company
Indianapolis

"Brought back many excellent ideas from the Seminar"

James W. Mitchener
Concord

"Wayne and I enjoyed very much the part of the Seminar we attended. It was the best I have ever attended."

O. K. Richardson
Boone

"The Seminar was most interesting. I learned a great deal from the discussions."

Gerald M. Stahl
Durham

"If we could only put a small part of the Seminar information into practice, it would be worth many times the cost."

Octavus Griffin
Roanoke Rapids

Happy Birthday

Five NCPA members start the year off on January 1 by celebrating their birthdays: Don Bennett of Albemarle, Cade Brooks of Fayetteville, Fred Moss of Gastonia, Milton Higdon of Forest City and James R. West of Sylva.

Kelly Huss of Kennedy's Drug Store, Gastonia, closes the year on December 31st, being the sole NCPA member to have a birthday on that date.

A number of members have birthdays on Christmas Day: Vann Seerest of Monroe, Alfred Sumner of Burlington, J. P. Burnett, Jr. of Rocky Mount, Laurance Ingram of High Point and G. G. Inman of Rockingham.

the "FAMILY PACK"



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The **ROBINS'** Representative

is pre-selling these Robins' products

for you—in your area

-THIS MONTH



✓ **PABALATE®**

PABALATE®-SODIUM FREE

PABALATE®-HC (Pabalate with Hydrocortisone)

The outstanding "family" of antirheumatic preparations—rational, effective, and easy on the patient's pocketbook. The new Pabalate-HC is gaining rapid acceptance where physicians desire steroid hormone effects *safely* achieved on low hormone dosage.

✓ **PHENAPHEN®**

PHENAPHEN® with CODEINE ($\frac{1}{4}$, $\frac{1}{2}$ or 1 gr.)

Analgesics with highly synergistic formulae, in a range of potency for the relief of pain from mild degree to very severe intensity—without the risk of addiction from morphine or the synthetic narcotics.

✓ **ROBITUSSIN®**

ROBITUSSIN® A-C (Robitussin with Antihistamine and Codeine)

Unusually effective preparations for the control of cough—as the individual patient may require.

✓ **DONNAGEL®** (Donnatal with Kaolin and Pectin Compound)

A uniquely comprehensive formula for the relief of most diarrheas encountered in daily medical practice.



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Ethical Pharmaceuticals of Merit since 1878

...better check your stock NOW!

Trends

Serotonin and Sanity

The serotonin story starts some ten years ago, in Cleveland. In the search for the cause of high blood pressure, Dr. Irvine H. Page and his colleagues at the Cleveland Clinic Foundation, crystallized a blood vessel constrictor known for a century. It was the beginning of a story which goes far beyond hypertension.

For whatever its effects on the circulation system serotonin is turning out to have a quite different and vastly more exciting role, in the nervous system. In the words of the physiologists who have worked with it, serotonin may be the stuff that keeps us sane. The remarkable effects of the drugs reserpine and chlorpromazine in mental illness may well be due to their influence on serotonin metabolism.

The story is tangled. Even while Page and his associates worked to complete the identification of the so-called serum vasoconstrictor, evidence was beginning to accumulate that serotonin had functions in the nervous system. To begin with, serotonin was found by the Italian investigator V. Erapamer to act not only on blood vessels, but to stimulate the contraction of smooth muscle generally. Second, serotonin turned up in low quantities in the brain and in many visceral ganglia, in surprisingly high concentration. Finally, electrical stimulation of certain nerves was shown to bring about the release of serotonin.

A decisive step toward connecting serotonin with mental function was taken by Drs. D. W. Woolley and E. Shaw of the Rockefeller Institute for Medical Research. Shortly after World War II, Swiss chemists prepared a derivative of ergot named lysergic acid diethylamide (LSD). One of the chemists accidentally discovered that very small doses of LSD induce a temporary mental state astonishingly like schizophrenia.

LSD naturally attracted immediate and widespread attention. Its strange effects on the personality remained completely puzzling, however, until Woolley and Shaw found that LSD blocked the action of serotonin on smooth muscle. Of course, a snip-

- Serotonin & Sanity
- Diabetes & Heredity
- The Breath of Pain

pet of smooth-muscle tissue in a test tube and a living human brain are far from the same. But a number of other substances that antagonize the action of serotonin on smooth muscle—like the synthetic drug medmain and the aphrodisiac yohimbine—were subsequently found to have marked effects on the personality. Serotonin is clearly involved in the working of the central nervous system.

At this point, a trial of serotonin in psychotic states would have been a logical step. Synthetic serotonin was available; M. E. Speeter and other chemists of The Upjohn Company had synthesized it in 1951. Serotonin has not so far been found to have any particular effects on behavior, though, when given to patients by the usual routes of drug administration.

The scene now shifts to the laboratory of Dr. Bernard B. Brodie at the National Heart Institute in Bethesda, Maryland. Last

(Continued on page 25)

CHLOROPHYLL in the Gumming on YOUR DRUG LABELS *An Exclusive Feature with McCourts*

For the benefit of the pharmacist who occasionally moistens labels with his tongue, the McCourt Label Cabinet Co. is now printing drug labels on paper with gumming containing Chlorophyll.

There is no additional charge for this added value in the quality of McCourt's drug label paper and gumming.

Ask your McCourt salesman to show you the new labels with the Chlorophyll gumming.



"Use the Label with the Green Gumming"

Ralph M. Crosson, Representative
P. O. Box 475, Columbia, S. C.

for customers who can't (or shouldn't) use sugar

At Last—a non-caloric sweetener

which

does away

with aftertaste

IMPROVED

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**TEMPTING
RECIPE BOOKLETS FREE**

to give your customers. Completely revised—including, for the first time, mouth-watering full color food photos! Order your supply.

The new label calls it "Improved" SUCARYL. This means your many customers will now have a calorie-free sweetener which in normal daily use offers complete freedom from aftertaste.

- 1** They can sweeten to levels never before possible with a non-caloric sweetener—greatly increasing the number and types of fully sweetened dishes which can be prepared for a sugar-restricted diet.
- 2** Even persons who get strong metallic or bitter tastes in other sweeteners often are unable to detect the slightest "off" taste in Improved SUCARYL.

All this, of course, means added sales appeal.
Stock up today!

Abbott

TRENDS

winter, Brodie and his associates undertook to investigate the mode of action of the Indian "snake root."

Rauwolfia in Hypertension

One of the first experiments performed was a painstaking micro-analysis of the urine of dogs treated with large doses of reserpine, the principal active alkaloid of *Rauwolfia Serpentina*. The analysis unexpectedly revealed a marked increase in the excretion of 5-hydroxy-indole-acetic acid, a major metabolic product of serotonin. Moreover, in other animal studies, reserpine and serotonin were found to have similar sedative effects, and to enhance the action of certain hypnotics in the same way.

Brodie and his colleagues quickly devised an experiment to follow up these clues. The experiment made use of the fact that the wall of the small intestine is a major depot of serotonin. The National Heart Institute researchers measured the concentration of serotonin in rabbit intestinal tissue. Varying doses of reserpine were then given to a series of rabbits, and the concentration of serotonin in intestinal tissue measured at varying intervals afterward. Doses of reserpine within the ranges employed in the treatment of high blood pressure and mental illness caused the discharge of up to two-thirds the serotonin stored in the animals' intestinal tissue. Parallel tests with barbiturates demonstrated that the discharge of serotonin was a specific effect of reserpine and not simply a result of sedation.

The NHI group now is studying the effect of reserpine on serotonin in the brain—an undertaking that may prove considerably more difficult. The results, however, can hardly overturn what is known now—the effects of reserpine apparently are mediated in part at least, through the release of serotonin.

That leaves the question of chlorpromazine. In a number of experiments, it has been found that chlorpromazine and also Frenquel, another new tranquilizing agent, blocks the action of serotonin on smooth muscle. Yet the effects of chlorpromazine on the personality are not easily distinguished from those of reserpine.

A possibility is that chlorpromazine blocks the action of serotonin on smooth muscle (without having any effects of its own) by picking up the smooth-muscle substances with which serotonin usually reacts. In any event, it is apparent that serotonin and substances that act on or like it lie close to the heart of the mysteries of mental function and mental illness.

Diabetes and Heredity

If the islets of Langerhans of a stillborn child are greatly enlarged, diabetes may well show up in the mother sometime in the future.

This unique fact about diabetes—that it can be predicted twenty years before it becomes manifest, by looking at the cells of another individual—is part of the evidence presented by a South African physician to prove that diabetes can be a congenital disorder as well as an inherited or acquired disease.

Developed by Dr. W. P. U. Jackson of the University of Cape Town, the new concept holds that diabetes in most cases is inherited and dates from birth, with a gradual deterioration taking place eventually becoming the clinically recognizable diabetes. If, however, pregnancy precipitates diabetes in a latent diabetic mother, the chances are that this will produce abnormal conditions in the womb and the result may be a congenitally diabetic infant.

Conditions such as pregnancy, staphylococcal infections or overeating which seems to bring on diabetes, Dr. Jackson believes, really only uncover individuals already predisposed to diabetes. They do not produce diabetes in an entirely healthy person. But they are the extra stresses which bring diabetes to the surface, divulging its presence by changes in carbohydrate tolerance or in a defective fetus.

Congenital diabetes can occur, Dr. Jackson theorizes, when the previously adequately compensating pancreas cannot stand the additional strain of pregnancy, and diabetes is precipitated in the mother. If this happens, the normal internal environment in the womb may be effected—evidenced by enlarged islets of Langerhans in certain still-

(Continued on page 27)

Upjohn

best-seller
for
28 years!

Cheracol*

Each fluidounce contains:

Codeine phosphate 1 gr.
Chloroform 2 grs.
Potassium guaiacolsulfonate 8 grs.
Ammonium chloride 8 grs.
Antimony and potassium
tartrate 1/12 gr.
Alcohol 3%
With white pine and wild cherry
bark

Supplied:

Bottles of 2 and 4 fl. ozs., pint, and
gallon

*Trademark, Reg. U. S. Pat. Off.

The Upjohn Company, Kalamazoo, Mich.



TRENDS

borns—and the result is a baby stillborn, gigantic or cushingoid, or, a child who grows too tall, has an abnormal vascular system and ultimately develops diabetes.

“Hence,” Dr. Jackson writes, “it is wrong to talk of diabetes only when glycosuria and hypercalcemia are present. It is a disorder which goes back much further than that—even into the womb.”

The Breath of Pain

In the development of improved drugs for relieving pain, the great problem is not the devising of promising new agents, for chemists these days have no end of ingenuity. The problem is finding out whether the drugs really relieve pain. For pain is an experience as well as a sensation; people differ in the way they react to pain, probably more than in the degree to which they sense it. The effectiveness of pain-relieving drugs cannot be based on measures of tranquility, for there are drugs that make patients tranquil without relieving pain. Nor can one rely entirely on studies with laboratory devices like the dolorimeter, which inflicts graded heat burns on experimental subjects; the pain of dolorimeter burns is not the same as natural pain.

A resourceful English anesthesiologist, Dr. P. R. Bromage, has found a way out of the dilemma for one kind of natural pain at least—the severe pain occurring after operations in the chest or upper abdomen. Upper abdominal pain notoriously restricts breathing, often to the point where the patient turns blue though lying as still as he can. Dr. Bromage tests pain-relieving agents by measuring their ability to restore the patient's breathing capacity.

The English anesthesiologist measures the patient's vital capacity—the volume of air he can expel after taking a deep breath—before operation to provide a base line. The vital capacity is then measured after operation but before administration of an analgesic, and then again after the pain-relieving agent has an opportunity to take hold.

Dr. Bromage employed the method to test demerol, methadon, xylocaine and a nerve-blocking procedure in 20 patients. The purpose was more to test the method than

to test the drugs themselves. His results are nevertheless of interest.

The nerve-blocking procedure—epidural block—was much the most effective; it restored an average of 86 per cent of the breathing capacity lost through pain. Methadon restored 35.4 per cent of lost vital capacity, and xylocaine, administered intravenously, 22.8 per cent. Demerol was least effective; it restored only 13.5 per cent of pain-lost vital capacity.

The method has limitations. It is possible that upper abdominal pain can no more be equated to other kinds of pain than can the pain of dolorimeter burns. There are, for example, situations where demerol and xylocaine have advantages over methadon, though this test shows methadon to be a more potent analgesic drug. However, Dr. Bromage's procedure comes close to achieving true objectivity in measuring pain relief. For observation indicates that even tranquilized patients will not breathe deeply if it hurts. Patients will breathe deeply only when it really doesn't hurt.

Investigators are generally convinced that diet has a part in the high incidence of coronary artery disease in American men, but direct proof of this has been hard to come by. Now, tests on young male volunteers show that excess calories not only swell waistlines, but increase the concentration of injurious fatty materials in the blood as well. No such increase in blood lipids occurred, on the other hand, when the volunteers exercised enough to use up the extra calories. The tests were conducted by Dr. George V. Mann and his associates at the Harvard School of Public Health.

In spite of their high efficiency, mechanical respirators are sometimes unable to deliver as much oxygen as needed to patients paralyzed by bulbar poliomyelitis. Dr. Gunnar Miörner and collaborators in Malmo, Sweden, have found that such patients can be helped by artificially lowering their body temperature. The procedure decreases the amount of oxygen they require.



*There isn't anything
better or faster
for headache relief*

Every week, 52 weeks each year, people in the United States are now buying more than a million and a half packages of "BC" Headache Tablets and Powders.

B. C. Remedy Co. DURHAM, NORTH CAROLINA



THE WORLD'S FINEST SALTED NUTS

Fresh From Our



The leading drug store owners in your state will tell you the Double Kay Nut Shop is producing more sales and profits than any item in the drug store occupying similar space.

IF—you have a clean, first-class drug store, let us reserve a Nut Shop for you.

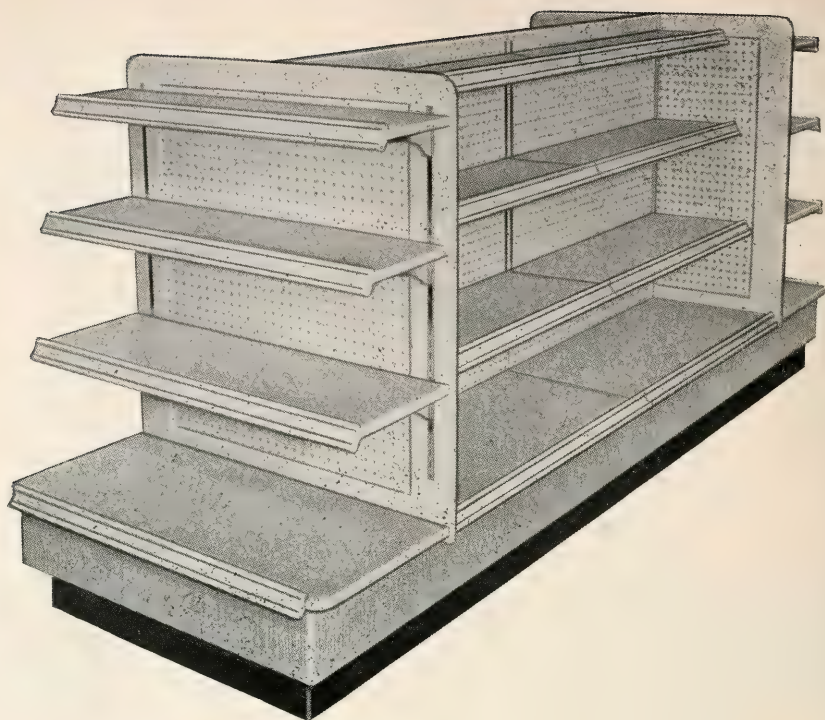
THE KELLING NUT CO., 2800 W. Belmont Ave.

Chicago 18, Illinois



To tie-in with Johnston County's Civil Defense "Operation—Home Front Week," Grover Creech, shown above, installed this window in the Woodard and Creech Drug Company, Selma.

—Photo by Jiggs Broadwell.



GK-

**3606 6' long Center Aisle Displayer
AND**

3606-E 1'6" long Feature End Displayer

The center aisle displayer pictured above consists of one 6' long Center Aisle Gondola with two 1' 6" long End Displayers. Each unit is 3' wide and 4' high. The overall length of the complete unit consisting of three pieces is 9'.

In addition to the 14" deep bottom shelf, there are three adjustable shelves on each side equipped with price tag mouldings for 1¼" price tags, mounted on recessed standards and adjustable brackets.

This unit offers flexibility in building mass displays.

GRANT E. KEY, INC.

Manufacturers — Distributors

LYNCHBURG

VIRGINIA

Random Comments

By

W. J. Smith

Near Lake Lure a sign proclaims to one and all "Apple Cider and Worms" which is our way of thinking, and especially to the thirsty fisherman, is perfectly proper. But my wife feels otherwise. She says such advertising is not in "good taste."

Well, we won't pursue the point, but a barrel-full of cider is mighty refreshing on a hot day, and as for worms, they are handy to have for a bit of float-fishing. Come to think of it, a few worms might add, as the beer folks advertise, "body and flavor" to the cider barrel.

* * * *

Interesting comment from a well-known citizen who told us he told his pharmacist (who operates an apothecary-type pharmacy): "If you ever put in all that non-drug store merchandise, I'm going to kick you rearward when you are looking southward."

Seems the gent objects to stumbling over waffle irons in his search for the prescription department.

* * * *

From January 1, 1946 to September 29, 1955 the North Carolina Board of Pharmacy licensed 749 pharmacists. Of this number 75 (50%) were educated at the University of North Carolina. The remaining 50% came from North Carolina by reciprocity from other states.

What states? Here is a typical year. South Carolina (13), Georgia (7), Virginia (6), Louisiana (4), two each from Dist. of Columbia, Indiana, Alabama, Michigan and Vermont; one each from New Jersey, Minnesota, Ohio, Nebraska, Pennsylvania and Tennessee.

* * * *

Local barber says not once in the last month has a 15-minute working period passed in his shop without someone bringing up the subject of Coach Barkley's pos-

sible successor. Not once, however, has a replacement for Ex-NCPA President Gordon Gray been mentioned.

Perhaps this is a reflection on our times, or it could be the right sort of clientele does not patronize that particular shop.

* * * *

Nothing wrong with the name "Main Street Drug Company," which Charlie and Homer Andrews have operated in Burlington for many years, but their new operating firm name "Andrews Drug Company" is more appropriate. The change was made when the store location was shifted to 138 Maple Avenue in early December.

* * * *

No less an authority than the *Diuretic Review* cites a two-fold advantage of beer in the diet of patients with cardiac failure: (1) the well-known diuretic property of beer in relieving liquid congestion common to sufferers, and (2) beer can safely be added to persons on a salt-free diet.

Next time you elevate a can of suds on high, it could well be in the interest of better health.

* * * *

The age of plastics is now making its mark in the field of medicinal ointments. A new-type ointment base (Plastibase and Plastibase Hydrophilic-Squibb), which utilizes a form of versatile plastic, polyethylene, is helping make such medical treatment more effective.

* * * *

Greeting and general purpose cards are big volume builders (and profitable, too) in some drug stores. We know of one independent drug store that sells well over \$5,000 in holiday cards each December; Easter, Mother's Day, Valentine Day and all the other special occasions bring many dollars to this particular store.

* * * *

Sales manager of one of our larger pharmaceutical houses tells us he saw one of those house to house vitamin peddlers corral a customer in a drug store. After treating the lady to a soda (a few cents profit to the pharmacist), the peddler "wrote up" an order—not for \$5, not for \$10, but for \$96 of assorted vitamins.



More people like it at home,
and they'll like its fresher,
more dependable flavor at
your fountain, too.



phone **RALEIGH 2-3911**
for full details

**Pine State
MILK-ICE CREAM**

RALEIGH, NORTH CAROLINA

Any Old-Style Mellins on Hand?

Do you have any of the old-style (brown wrapped) Mellins Food in stock? If so, you can dispose of your stock by writing Mrs. Ann Kurtz, 3401 Dover Road, Durham, North Carolina, who is anxious to purchase 30 or 40 bottles of the original formula.

Consolidated

Hutchins Drug Store, 452 North Liberty Street, Winston-Salem, after being in operation for 23 years, on January 1st was consolidated with the year-old Hutchins Cloverdale Pharmacy.

Narcotics Taken

At least 26 bottles of narcotic drugs, valued at \$500, were stolen in a pre-dawn break-in at Doctor's Pharmacy, Charlotte, on December 4th.

In addition to the narcotics, two cameras and 20 cartons of cigarettes were taken.

Shifts to Shopping Center

H. E. Henriksen has announced the removal of Henriksen's Pharmacy from 4713 Oleander Drive to the new nearby Hanover Shopping Center. Formal opening of the new store will probably be about mid-February.

Fixtures will be all-steel, all self-service. The prescription department will be located in the left front window. Display space will total more than 5,000 square feet.

As a means of providing merchandise of moderate prices, Mr. Henriksen, in a letter to his customers, announced the following policy changes: No delivery, no credit, no fountain service.

Attends Charm School

Mrs. Barbara Mills was one of 73 secretaries who attended a recent 4-week "Secretaries' Charm School" held in Charlotte.

Mrs. Mills, the wife of Pharmacist John Mills, is secretary in the supervisors' offices of the Charlotte school system.

During the school sessions, such subjects as appearance, voice, telephone courtesy, public relations and office efficiency were stressed.

DRUG STORE FOR SALE
IN TOWN OF 2000 POPULATION WITH GOOD ESTABLISHED BUSINESS. LOCATED IN HEART OF PROGRESSIVE, GROWING TOWN. BUYER CAN GET LONG LEASE ON BUILDING NOW OCCUPIED. REASON FOR SELLING: AGE AND HEALTH OF OWNER.

HADE-1
Carolina Journal of Pharmacy
Box 151
Chapel Hill, North Carolina

WANTED—Pharmacist to lease 30 x 40 building now being erected specifically to provide town of approximately 1,500 with drug store.

Local MD will cooperate as will soon-to-be-established 2-doctor clinic. Free rent until May 1, 1956; moderate rent thereafter.

Location: On the seacoast. Pharmacist must be civic-minded as well as professionally competent. Details from "Doctor," c/o this Journal.

Opportunity

For pharmacist to manage small town drug store. No investment required. \$100 per week plus one-third of net profits. MD will cooperate. Let's talk it over. SBC-12 c/o Carolina Journal of Pharmacy.

NEW PRODUCTS

MEPHABARB Elixir (Muscle Relaxant—Sedative)

Each 5 cc Contains:

Mephenesin	250 mg.
Butabarbital Sodium	16 mg.

Available in Pints \$4.80 and Gallons \$33.00

TERSUL Suspension (Triple Sulfa)

Each fluid ounce contains:

Sulfadiazine	1 gram
Sulfamerazine	1 gram
Sulfacetamide	1 gram
Sodium Citrate	3 gram

Available in Pints \$3.90 and Gallons \$28.80

DEXAMOSD—5 TD Capsules

Each Capsule Contains:

Dextro-Amphetamine Sulfate	5 mg.
Amobarbital	30 mg.

Available in bottles of 100 \$5.40

ORDER NOW FROM YOUR WHOLESALER

MAYRAND INCORPORATED

Manufacturing Chemists

Greensboro

North Carolina

DOINGS

OF THE AUXILIARIES

REPORTERS

- Charlotte—Mrs. James A. Wolfe
- Wilmington—Mrs. A. J. Simeone
- Greensboro—Mrs. P. A. Hayes
- High Point—Mrs. J. Louis Cobb
- Raleigh—Mrs. J. B. Vinson
- Winson-Salem—Mrs. Ray N. Tesh

Charlotte

Santa remembered all of our nice girls in the Charlotte Druggist Auxiliary when we met for our Christmas meeting on Tuesday, December 13th. Gifts were exchanged amid lovely surroundings—tables decked with poinsettias and greenery, completed with a beautifully decorated tree.

With all of our merry times, however, we did not forget those less fortunate; for each member brought a toy for a child in the Good Samaritan Hospital, an annual custom for our club.

The true Christmas spirit prevailed throughout our meeting, as we were fortunate to have a very excellent speaker, Mrs. Harold L. Robertson, who gave us her interpretation of "The Other Wise Man." She was introduced by Mrs. M. W. Stone.

Mrs. D. W. Morgan was welcomed as a new member, and the following guests were present: Mrs. V. M. Kennemore, Mrs. W. R. Benson, Miss Helen House, Mrs. J. L. Lynn, Mrs. Grace Nichols, Mrs. Ethel Hayes, Mrs. Ralph Schmucker, Mrs. A. H. Nathan, Mrs. W. R. Dixon, Jr., Mrs. W. C. Hilderman, Mrs. H. B. Adams, and Mrs. Henry Huber.

Mrs. H. E. McGinn gave the devotional, and arrangements for the party were in charge of Mesdames Floyd Johnson and Claude Norman.

* * * *

News Briefs

Our deepest sympathies are extended to Mrs. J. Lloyd Fesperman. Mr. Fesperman died suddenly on Tuesday, December 13th. He was secretary-treasurer of Scott Drug Company for many years.

Pharmacy Wives

Invitation to the Pharmacy Wives of Chapel Hill Christmas Party was by means of a unique 3-color illustrated poem written by Janyce Oldham:

Meet you December 13th at the Institute
of Pharmacy to
Eat a pot-luck supper
Right on the dot at 6:00 p.m.
Request that you bring a covered dish for
you and your family.
Yuletide party will follow our feast.

Children are welcome and
Husbands too
Real fun will come from the gifts we
exchange.
I include a gift for each person you bring.
Surely you can find one for 25 cents (that's
the limit).
The Empty Stocking is still not full.
Much cheer will result if you'll bring gifts
of food.
All come and be merry, and to you
Season's greetings!

Winston-Salem

Members of the Apothecary Club entertained their husbands at a Christmas dinner party on December 8 at the Plantation Club. Mrs. Charlie Davis was in charge of the arrangements, and approximately forty people were present. Our president, Connie Woosley, with husband Bruce and Herb and Nancy Mayberry were "recruited" by the Master of Ceremonies to assist in the floor show!

Wanted

Pharmacist to establish drug store in Boonville, N. C. Doctor has just located office in town. Project has official endorsement of the Boonville Lions Club. For further details call or write L. Paul Mathis, Boonville, N. C.

WANTED—Raspberry shade food coloring as formerly manufactured by Magnus, Mabee & Reynard. Write W. J. Smith.

Celebrates Golden Anniversary

Cliff Daniel, Haywood Jones and the other members of Zebulon Drug Company celebrated the firm's "Golden Anniversary" in December . . . and we like the way they did it.

There was no sale. No special selling effort. And as Cliff put it in a message to his friends: "This is no dress-up affair; come as is."

And come they did—hundreds of friends of the operators of this fine Wake County institution, which was established in nearby Wakefield in 1905 and moved to Zebulon two years later.

Some prizes were given away but mostly it was a sort of homecoming event—"we're glad you are here; we hope you will be around for a long time to come."

And that shows how intelligent the folks are in that section of Wake County for there could you find more outstanding professionally competent and community-minded

citizens than Cliff Daniel and Haywood Jones?

Greenland, Lilly MSR, Retires

Thomas W. Greenland, Jr., whose career as a representative of Eli Lilly and Company has covered both domestic and foreign sales, will retire January 1.

Registered as a pharmacist in Ohio and Florida, Greenland joined Lilly twenty-five years ago as a representative in Cleveland. Three years later he was transferred to Havana. In 1931 he began representing Lilly in San Juan, Puerto Rico, where he remained seventeen years. Since 1948 his headquarters have been in Hickory, North Carolina.

A native of Lima, Ohio, Greenland was graduated from Lima High School in 1911 and studied pharmacy at Ohio Northern University. He served two years with the United States Navy in World War I and owned drug stores in Lima and Tampa, Florida, before joining Lilly in 1927.



GOODS ALL SOLD
Lilly
HERE WELL BOUGHT

Idle dollars... earn no profits

You get more for your money when you buy in accordance with your needs from your service wholesaler. It is not necessary to invest in large quantities of a single item. Spread capital throughout profit-producing departments. Don't let dollars lie idle on basement shelves; put them to work. Let our warehouse be your stock room. Use our quick, competent service. Send your orders to us.

WE ARE A *Lilly* DISTRIBUTOR

THE PEABODY DRUG COMPANY

Durham, North Carolina

HOWELL HALL HAPPENINGS

The faculty, staff and students take this opportunity for sending best wishes for a happy and successful New Year to the many friends of the School of Pharmacy.

Dean E. A. Brecht and his secretaries were rushed during the first days of the students' holiday vacation preparing the annual mailing for the North Carolina Pharmaceutical Research Foundation to the pharmacists of the state. The mailing consisted of a photographic reproduction of some of the news releases during the year, a progress report, and a detailed financial statement. The Foundation stands in a position of excellence on the basis of the annual contributions from loyal supporters.

Mr. Hunter Gammon, pharmacist at the Carolina Apothecary in Reidsville obtained auxiliary information from the School of Pharmacy to address the students in the local high school on pharmacy as a career.

Mr. Authur Schlagel, fourth year student in Dr. Thompson's course on manufacturing pharmacy prepared 5000 Rauwolfia tablets for Dean Brecht to be used by the Committee on National Formulary in Washington, D. C. for a cooperative study on the evaluation of the proposed assay method.

Mr. Hill Yarborough, Chairman of the University Trustees' Visiting Committee and Mr. C. E. Teague, Business Manager of the University visited the School of Pharmacy on December 5 to observe the completely filled laboratory space. Interest toward a larger building for the School of Pharmacy is rapidly increasing and greatly exceeds its high point during recent years.

Dr. M. L. Moore, Director of Research for the Vick Chemical Company visited the school on December 10 to interview four of the graduate students completing work for the degree of Doctor of Philosophy with majors in pharmacy.

The Pharmacy Wives held their annual Christmas Party at the Institute of Pharmacy on December 13 with invited guests consisting of the husbands and children, graduate students, and faculty.

Dean Brecht and Mr. F. C. Hammerness presented the program at the meeting of the Alamance Pharmaceutical Society in Burlington on December 14. They showed the Kinescope recording of the television program "Tomorrow's Drugs."

The Kappa Psi Fraternity observed Christmas by holding an open house after the basketball game with Alabama on December 14.

The Phi Delta Chi Fraternity held its Christmas Party at Hoenig's Cabin on December 15.

Professor and Mrs. Herman O. Thompson were accompanied by the students in the advance manufacturing pharmacy class in a visit to the two plants of the Vick Chemical Company in Greensboro on December 16. The detailed visit included tours in the production, development, and control departments. Mr. Andrew Miga, Chief Control Chemist served as guide and also as host for a dinner before the return to Chapel Hill.

The November issue of the University Report was devoted exclusively to the Division of Health Affairs and its six units including the School of Pharmacy. The University Report is sent to all alumni of the University of North Carolina. A few additional copies are available upon request to the school.

Two new balances of interest in prescription compounding have been received. The first is a class A Troemner balance at \$145 which has a special tare bar for adjusting balance conveniently, and the second is a Pocket Balance complete with weights at \$37.50. The latter has a sensitivity of 1 mg. but is not conveniently adapted to routine prescription use.

The Andrews Memorial Display Case in the Library was most colorful during December with a special Christmas Display prepared by Miss Alice Noble.

A visitor register book has been obtained for the School of Pharmacy and is maintained in the Library. It will be interesting

review the signatures of the many alumni, distinguished visitors, and friends who record their presence in the book.

Student Branches

The December meeting of the Student Branches of the North Carolina Pharmaceutical Association and American Pharmaceutical Association was held on December 1. Considerable interest was shown in the program which consisted of a showing of the half-hour color movie "Going Our Way" made by Parke, Davis and Company for showing to high school and college students toward encouraging selection of careers in the health sciences.

The Program Committee of the Student Branches announced the schedule of student programs to be presented in the new year as follows: Kappa Psi on January 17, Phi Delta Chi on February 21, Kappa Epsilon on March 20, and the Pharmacy Institute on April 17.

Wins Damage Action

A Raleigh woman has failed in her bid to collect damages from the Walgreen Company for injuries she said a hair rinse did to her head.

The woman said the rinse irritated her scalp, caused it to become red and inflamed. A doctor termed the condition "weeping dermatitis," treated it and cleared it up.

Wrote Associate Justice R. Hunt Parker of the State Supreme Court:

"... it has generally held ... that in an action by the buyer of a product against the seller for breach of warranty to recover damages for injuries resulting from the use of the product, there is no liability upon the seller where the buyer was allergic or unusually susceptible to injury from the product, which fact was wholly unknown to the seller and peculiar to the buyer."



LANCE STANDS OUT

IN QUALITY
IN PROFIT
IN CONSUMER
SATISFACTION



For seventy-one years

- - - since 1885

SEEMAN

OF DURHAM

Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-seventh volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA

Good Eating

Some of the tastiest pit cooked roast beef to be had is served at The Chuck House on Highway 70 between Statesville and Hickory.

And you'll like the bread, which is like mother used to bake.

The manager, Mr. MacKesson, is the son of Pharmacist L. W. MacKesson of Statesville. For a spell, he traveled Georgia for The Emerson Drug Company. But the lure of NC was too strong, hence his return. And, after you sample the fare at The Chuck House, you'll be glad roast beef went out over Bromo-Seltzer.

Eckerd Expands to Greensboro

A 10,000 square foot Eckerd Drug Store will occupy Block "B" of the new Friendly Shopping Center now under construction at the western limits of Greensboro.

Eckerd has just opened a new store in Winston-Salem and another new unit of the chain is scheduled to get underway in March in a new shopping center now being completed in Durham.

Lease for the Greensboro store was for 15 years.

Drug Stores Closed

1. Professional Pharmacy, Bladenboro
2. Heritage-Wilson Drug Co., Burlington
3. Clark's Drug Store, Clarkton
4. Kernersville Pharmacy, Kernersville
5. Middlesex Drug Store, Middlesex
6. Hutchins Drug Store, Winston-Salem
7. Wrightsville Drug Store, Wrightsville Beach

Ownership Change

New owners of the Service Drug Store, 800 Market Street, Wilmington, are W. A. Morton and J. M. Hall, Jr.

Name Change

Gardner Drug Company (old) to Lin Brothers Pharmacy (new), 118 South Scale Street, Reidsville.

Address Change

Pomona Drug Store, Pomona, N. C. to Pomona Drug Store, Latham at Goren Greensboro (same location; change in postal setup).

Popular Pens

As an experiment, the US recently supplied ball point pens to a number of post offices.

Here is what happened:

In Miami 171 of the ball points were placed on writing desks one Monday morning and 57, or one-third of them had disappeared by noon of the following Friday. In Pittsburgh, Postmaster James C. Smith received 1,000 gleaming, new ball points from Washington superiors with instructions:

"Don't attach the new pens to the desks. The Post Office has faith in the public."

There they disappeared almost as rapidly as they were put out.

Postmaster Smith asked branch postal managers for comment.

"One hundred pens received. Seventy-five put out so far. All 79 taken," replied one. Another wrote: "The public has become greatly attached to them."

At Miami most of the pen thieves took the pens and their chains, Postmaster Samuel R. Valliere reported.

At Miami International Airport Post

Office all four pens were stolen the first day. Nineteen disappeared from the main office in four days and nights.

Northeastern

Edmund H. Harding, nationally known humorist, entertained members of The Northeastern Carolina Drug Club, their wives and guests, at a Christmas Party in Washington on December 12.

Among the guest were Mr. and Mrs. Gamble Bowers of Richmond, Virginia.

* * * *

To be installed as officers of The Northeastern in January: David R. Davis, Williamston, as president; Joe Anderson, New Bern, as vice-president; and Herbert Hollowell, Edenton, re-elected secretary.

Alamance

"Tomorrow's Drugs," the TV kinescope film made in the UNC School of Pharmacy laboratories this past summer, was shown at the December 14 meeting of the Alamance Pharmaceutical Society in Burlington.

The film was taken to Burlington and screened by Dean Brecht, assisted by F. C. Hamerness.

Scott Drug Company

Wholesale and Manufacturing

Druggists

Charlotte, N. C.

YOUR MOST IMPORTANT EQUATION SINCE GRADUATION

$$PP + ASV \rightarrow INP \\ + IPBS + S$$

You want professional prestige, plus added store volume which will add up to increased net profit, professional and business success and stature in your community. Building your prescription department will help you attain that goal.

Let us help you increase your Rx volume by "Plus 4" a day.

Dr. T. C. Smith Company

Wholesale Druggists

Asheville, N. C.

*Dedicated to the Advancement of the Profession of Pharmacy
Since 1869*

For Over Fifty Years

CAPUDINE

The Liquid Headache Relief

has been promoted to the people of North Carolina for sale through Drug Stores only. Millions of bottles have been sold in the state without a complaint from a consumer. In the achievement of this splendid record we give a large measure of credit to the druggists of North Carolina for their splendid professional co-operation.

"A Good Product

Consistently Advertised"

CAPUDINE CHEMICAL COMPANY
Raleigh, North Carolina

Births

Helen and Gerald Stahl of Durham announce the birth of a daughter, Vivian Rose, at Watts Hospital on November 26.

The attractive and unique announcement card was in the form of a prescription. The directions noted: "Feed and burp well. Apply TLC (tender love and care) as needed."

Mr. Stahl is in charge of the pharmacy at Watts Hospital.

A boy, James Arthur, son of Pharmacist and Mrs. Stanford Tate of Lexington, born on November 30.

Emily and Joe Bland announce the birth of a daughter, Cynthia Jane, on Christmas Day. The Blands are living in Puerto Rico, where Joe is stationed with a medical detachment of the 65th Infantry.

Deaths

Walter B. Barker, Greensboro pharmacist and graduate of the Maryland College of Pharmacy, died November 16 after several years of declining health. He was licensed as a pharmacist in 1898.

James Loyd Fesperman, secretary-treasurer of The Scott Drug Company, Charlotte, died December 13 following a brief illness.

Well known throughout the wholesale drug industry of the state, Mr. Fesperman went to work for Scott in 1912 and in 1946 was elected secretary-treasurer.

For many years Mr. Fesperman was treasurer of Charlotte's Plaza Presbyterian Church.



Reaves Self-Service Shopping Center Pharmacy

Interior view of Reaves Drug Store, located in Fayetteville's Eutaw Shopping Center, as shown above. The owner, L. E. Reaves, shown at rear in front of Rx Department, has filled the store's 6,250 sq. ft. of display space with merchandise, classified by numbered departments.

Rx SPECIALTIES

(Incidentally, Miss Noble, the School of Pharmacy librarian, has assembled and cataloged for the School the most comprehensive literature collection in the state and possibly in the southeast on the subject of specialties. This information is at your disposal. It would be especially useful to you when your own sources are inadequate.)

Why the number of new drugs and new prescription specialties? There are several words which will substantially answer this question:

- Research.
- Development.
- Progress.
- Competition.

In this connection, it is interesting to note that from statistics alone the pharmaceutical industry stands out as the most progressive and research-minded of the chemical process industries. In addition, the pharmaceutical industry fulfils its public service function of bettering health standards and alleviating mankind's ills, a function which it carries out with full regard for its obligations. Modern drugs have contributed much to the increase in life span of 6 years from birth. (C. E. N. 31:3054 (1953) No. 30 7/7/53, Bohmfalk.)

The pharmaceutical industry is one of the fastest growing industries and prescription specialties or ethical preparations are responsible for the majority of its income.

TABLE III

	1939	1952	1954	1963
Total income.....		\$1½ billion		
Income from Rx Specialties.....	\$166 million	\$815 million	\$1+ billion	\$1½ billion (estimated)
Research expenses.....		\$ 60 million		
Research expenses Clinical.....		\$ 40 million		
Marketing expenses to salesmen and representatives.....		\$125 million		
for professional promotion.....		\$100 million		

It was estimated by a Merck official recently that approximately \$1,100 per year per representative was spent in samples alone. Another estimate in marketing is that approximately 11 pounds of mail promoting drugs per physician per day is sent and received. (It is the opinion of the author that the time should have been expressed in a different unit—probably a week.)

It is contended that the pharmaceutical industry spends more on research than any other industry. It is estimated that from 4.5% to 5% of sales is put into research.

Some companies spend up to 10% of income on research. (C. E. N. 31:3926 (1953) No. 38 9/21/53 and C. E. N. 32:1082 (1954) No. 11 3/15/54.)

As pharmacists we can take pride in this progressive and vital industry and we should adjust our thinking and actions accordingly.

The great increase in prescriptions as to number and income is in large part because of better drugs, usually as specialties. The following table is offered to prove these increases.

TABLE IV

U. S. Drug Store Market*

	1939	1954	Change
Number of drug stores.....	53,537	50,604	—5½%
Total sales.....	\$1,562,000,000	\$4,941,000,000	X 3.15
Sales New and Refill Rx.....	165,000,000	957,000,000	X 6.3
No. New and Refill Rx.....	182,000,000	421,500,000	X 2.3
Average Rx price.....	0.91	2.27	X 2.5

* (E. N. Beesley address at Industrial Seminar in Indianapolis, Eli Lilly and Co., 9/1/55.)

Facts as in the above table indicate a greater opportunity for truly professional pharmacy. Are we taking full advantage of that opportunity? Incidentally, it has been pointed out that prescriptions today are responsible for from 20 to 25% of total drug store income as compared to about 5% in 1934 and about 10% in 1939. (Cooley

op. cit.)

Do new drugs or specialties then mean that the American pharmaceutical manufacturer and the Pharmacist in his corner drug store are profiting excessively? (Are they pirates or robbers as sometimes accused?) Let us examine drug expenditures in the light of expendable income.

TABLE V
Personal Expenditures for Drug Preparations Compared with Income

	1939	1954	Change
Disposable Personal Income (after taxes).....	\$70,444,000,000	\$254,814,000,000	+262%
Personal Expenditures for Drug Preparations.....	612,000,000	1,631,000,000	+167%
Percent Expenditures to Income...	0.87	0.64	-26½%

So drugs are costing the American public a smaller percent of their personal income in spite of modern prescription specialties and today's drugs even if for antibiotics, histaminics, etc.

Incidentally we might compare drug costs to the public today with other medical or health care costs. (Department of Labor through Newsweek, 11/24/54.)

TABLE VI

Cost Advances Since World War II

Hospital	161%
Gynaecological	65%
Dental	50%
Physician	45%
Drugs and Prescriptions.....	28%

From the above figures it would appear that modern drugs and drug specialties are comparatively in a very favorable position. It will pay all of us to keep such facts in mind. Tell the public, tell your doctor, and remember it yourself.

Before leaving the interesting subject of prescription specialties, I would like to make brief reference to the fact that two terms which frequently occur today are

1. Substitution which refers to the change of substance or pharmaceutical form or name from what has been specified without the consent of the specifier or prescriber, and
2. Duplication which refers to the preparation and sale of drug products of manufacturers which are primarily or simply copy products of specialties. Relative

to the first term substitution, this much should be said: Let us not jeopardize the good name of pharmacy and pharmacists indulging in this practice. If there is cause for change of specification, do it with consent of the specifier and then there can be no charge or connotation of wrongdoing. Relative to the term of duplication pharmacists should discourage those companies which are mere duplicators or copiers or "me-too'ers." Companies which indulge in this practice and encourage use of their products in place of that specified have recently been termed "counterfeiters" and should be treated as such. (Ciba-scope, pp. 30-1, Summer, 1955.)

In conclusion, it should be stated that as good pharmacists practicing good pharmacy we should know our prescription specialties. And by the use of our modern organized literature, we can at small cost have excellent sources of information. Let us use them to give greater professional service.

Tax Dollars

A dealer bought 10,000 ambulance litters at an Army surplus sale. Paid \$4 each.

The State of Connecticut bought them from the dealer for civil defense use at \$9.98. Then the State asked Uncle Sam for half the cost (matching funds) and got back \$4.99.

So if the federal government had given Connecticut the litters in the first place, it would have saved 99 cents each.

Isn't government wonderful?

LIGHT STUFF

Well Known

"What's your name?" the young mother inquired as the delivery boy handed over a package.

"Ford," replied the boy.

"And your first name?"

"Henry."

"Henry Ford" remarked the lady. "That's a pretty well known name."

The boy looked pleased. "Yes, madam, it ought to be," he replied proudly. "I've been delivering packages for Yanceyville Drug Company for two years."

Beginning to Talk Sense

Charlie Andrews has approved this one for release: Three old ladies in a home for the mentally unbalanced were sitting on the porch passing the time of day: Finally one said: "You know what I wish? I wish a big, strapping he-man would come here and start making love to us."

The second one turned to the third and said excitedly, "Gertie ain't going to be with us long. She's beginning to talk sense."

Factual Teaching

The late Dean Edward Vernon Howell was noted for his unusual presentation of facts. Here are two sent in by M. S. Burt of Durham:

The Persistent Cough

It was a cough
that took him off,
and a coffin
they took him off in.

And "he stuck a match in the benzene can and hasn't benzene since."

Informed But Mis-Informed

You have to get up early in the morning to stay ahead of your customers, what with so much "medical information" being available to the general public by way of national magazines.

Moss Salley, Jr. of Asheville says this is best illustrated by two recent calls, one

for "Millstone Tablets (Miltown), the other for "Sexappeal" (Serpasil).

Respect

As the foursome approached the green a funeral procession passed.

One of the golfers removed his hat and bowed his head.

"I admire your respect for the dead," said one of his companions.

"It was the least I could do," he replied "You know, we would have been married 20 years next week."

Lasts

"It's the words they use," says Jimmie Casteel. "Our minister says 'In conclusion' and then he concludes, but we hear tell of another minister who says 'lastly' and he lasts."

Little Loo'y



\$5.00 for the best 20 words or less caption for this J. Louis Cobb cartoon. Send to W. J. Smith, Box 151, Chapel Hill N. C.

GOODS ALL SOLD
Lilly
HERE WELL BOUGHT



YOUR BIG EXCLUSIVE!

This fast-moving multiple-vitamin and mineral preparation, 'Mi-Cebrin' (Vitamin-Mineral Supplements, Lilly), is sold in drug stores only.

It's your big exclusive product—yours to push, to recommend, and to sell. Tablets 'Mi-Cebrin' (No. 1790) represent one of the most potent and comprehensive vitamin-mineral supplements available. Cash in on this profit opportunity. Build stocks now. Send your orders to us today.

WE ARE A *Lilly* DISTRIBUTOR

**OWENS, MINOR &
BODEKER, INC.**

1000-08 East Cary Street
Richmond, Virginia

More prescriptions... more sales... more profits for YOU



Prescription specifications for Pulvules No. 20, 'V-Cillin' (Penicillin V, Lilly), 125 mg. (200,000 units), are growing by leaps and bounds. Don't miss out on sales by being out of stock. For quick, dependable service, order 'V-Cillin' from us today. Be sure your supply is adequate to demand. Pulvules No. 20, 'V-Cillin,' are available in bottles of 50 green-and-gray paracaps.

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THE W. H. KING
DRUG COMPANY

"The House of Friendly and Dependable Service"

Raleigh, North Carolina

The Carolina S. D. BALCONY JOURNAL OF PHARMACY

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.

MAR 22 1956



Typical of the exhibits installed in the UNC Pharmacy School Library by Miss Alice Noble is this one paying tribute to some Orange County pharmacists.

B., 1956

XXXVII Number 2

IN THIS ISSUE

- Labeling Responsibilities of
the Pharmacist
- The Detail Man as a Factor
in Increasing Rx Volume

Old favorite . . . WITH NEW SELLING POWER

HOMICEBRIN

(HOMICENIZED MULTIPLE VITAMINS TABLETS)



A NEW IMPROVED FORMULA

'Homicebrin' is now fortified with two additional ingredients—vitamin B₆ and nicotinamide. This offers youngsters more complete vitamin protection for healthy growth and development—at no increase in price.

Of course, taste-tested 'Homicebrin' still retains that delightful flavor. Just one teaspoonful daily usually suffices.

Tell your customers of this added benefit; boost sales and increase profits. Order adequate stock of 'Homicebrin' from your Lilly wholesaler.

In bottles of 60 cc.,
120 cc., and 1 pint.

ELI LILLY AND COMPANY • INDIANAPOLIS 6, INDIANA, U.S.A.





*they're all
customers for*

ABDOL® WITH MINERALS

Adolescents, active adults, geriatric patients, and women in pregnancy and in lactation are all potential users of ABDOL WITH MINERALS. This versatile, moderately priced preparation supplies 21 important vitamins and minerals, in liberal amounts, to help meet the needs of persons with varied nutritional requirements. To convert potentialities into purchasers, be sure you're well supplied with popular ABDOL WITH MINERALS. Available: bottles of 100, 250, and 5,000.



PARKE, DAVIS & COMPANY
DETROIT, MICHIGAN

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PRESCRIPTION DEPT. SPECIALTIES

A page of high-profit items worth stocking at all times



ACHROMYCIN*

Tetracycline Tablets

Today's foremost antibiotic in a form preferred by many doctors and their patients. Potencies of 50, 100, and 250 mg.



PATHILON*

Tridihexethyl Iodide

A new Lederle product for ulcer relief with fewer side effects. Tablets of 25 mg. Also available with added phenobarbital, 15 mg. Either form in 100's and 1,000's.



ACHROMYCIN

Nasal Suspension

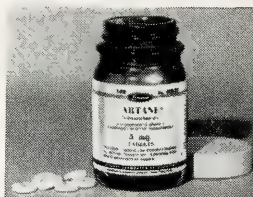
Combination of tetracycline, phenylephrine, and hydrocortisone. Attacks germs, reduces soreness, relieves congestion—in colds, hay fever, etc. Handy 15 cc. squeeze bottle.



STRESSCAPS*

Stress Formula Vitamin Capsules

The formula authorities recommend for people suffering unusual stress and strain. A fine product with a broad potential market in your area. Suggest it with confidence. 30's, 100's, 500's and CENTURY-PAK* bulk packaging.



ARTANE*

Trihexyphenidyl

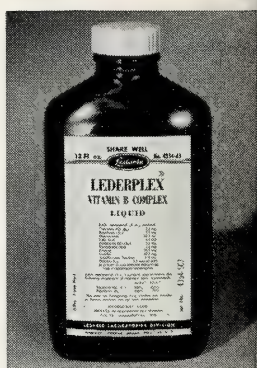
Lederle's reliable antispasmodic for treatment of Parkinsonism. Well tolerated, does not lose effectiveness when given over long periods. Tablets, 2 and 5 mg., in 100's and 1,000's. Elixir, 2 mg. per 4 cc., in bottles of 16 oz. and 1 gallon.



GEVRABON*

Geriatric Vitamin- Mineral Supplement

A well-balanced formula comprising 16 vitamins and minerals, specially prepared for folks past forty. Delightful wine flavor. An outstanding OTC product! Bottles of 16 oz. and 1 gallon.



LEDERPLEX*

Vitamin B Complex Liquid

All B vitamins, including B₁₂ and Folic Acid. Pleasant flavor does not lose appeal during long usage. An easy dose for children or adults. Bottles of 4, 8, and 12 oz., and 1 gallon.

LEDERLE LABORATORIES DIVISION AMERICAN Cyanamid COMPANY PEARL RIVER, NEW YORK

*REG. U.S. PAT. OFF.



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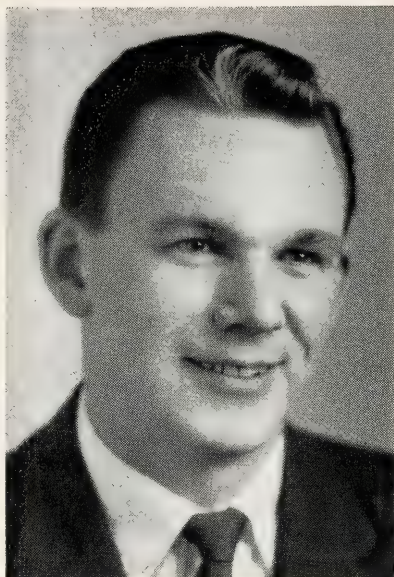
now available in
Personalized Box



Hollingsworth's

UNUSUAL CANDIES

FOR THOSE WHO LOVE FINE THINGS



Justice Drug Company salutes James Maxwell Waugh who is completing his first year as full-time sales representative covering Mount Airy, Pilot Mountain, King, Rural Hall, Denton, Albemarle, Norwood, Badin, Durham,

Raleigh, Wendell, Zebulon, Smithfield, Pine Level, Newton Grove, Faison, Mount Olive, Goldsboro, Dobson and Warsaw, for achievement in sales.

TRY YOUR DRUG WHOLESALER FIRST



JUSTICE DRUG COMPANY

Greensboro, N. C.

DEPENDABLE SERVICE SINCE 1898

The Carolina JOURNAL OF PHARMACY

FEBRUARY, 1956

VOL. XXXVII No. 2

★

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Suggestion Selling

How often have you heard a sales clerk close a sale by asking, "There won't be anything else, will there?"

To determine the answer to this type of negative selling as well as some other factors entering into present day salesmanship, the North Carolina Pharmaceutical Association conducted a survey in the state under the supervision of F. C. Hammerness of the UNC School of Pharmacy.

Results of the survey released by Mr. Hammerness in a special report to the registrants attending the "sales training school," held in Chapel Hill, February 14-16, under sponsorship of the NCPA, were discouraging, pointing up the need for just such training as offered by the school.

Briefly, a shopper visited 24 drug stores (suburban, professional, up-town chain and independent), asked for "a package of razor blades," and, having been authorized to spend up to \$5.00 in each store, delayed his departure to allow time for suggestion selling.

In only one instance was the shopper sold a second item. Out of the \$120 in potential sales, the shopper spent \$11.55.

When suggestion selling is mentioned, all too frequently some pharmacists and their employees go on the defensive—"we don't go in for 'high pressure selling' in our store"—apparently in the belief it is bad for business.

On the contrary, suggestion selling (which falls mid-way between high pressure selling and absolute indifference on the part of the sales clerk) builds customer confidence, adds to net profit, and, incidentally, is an excellent way for the clerk to put himself in line for a salary increase.

The Carolina Journal of Pharmacy is published monthly by the N. C. Pharmaceutical Association, Box 151, Chapel Hill, N. C. Subscription rate: \$3.00 a year; single copy, 25 cents. Entered as second class matter July 5, 1922 at the post office at Chapel Hill, North Carolina under the Act of March 3, 1879.



- Pharmacist Lloyd Senter of Carrboro has been appointed to the Carrboro District School Committee after being recommended by a petition signed by several hundred citizens.
- James I. Lawson, who has been pharmacist at the Sandhill Drug Company of Southern Pines for nine years, resigned early in 1956. He plans to work in Florida.
- Relief pharmacist Tom Cole of Sanford has been busy of late. First he "took over" for Culas Roberson of Spray while Culas was in Florida, then to Lenoir to help out at McNairy's while H. M. Deal caught a bit of sunshine in Florida. At the time this is written, Mr. Cole is in Southern Pines, where he expects to remain for some time.
- It's now Link Brothers Pharmacy, Reidsville. For many years, the pharmacy operated as Gardner Drug Company. No changes in the personnel.
- Robert G. Ham is employed by Thorne's Pharmacy, Tarboro. He represented Mead Johnson for part of 1955, leaving that position for a temporary job with Baptist Hospital in Winston-Salem.
- Jimmie O'Daniel of Hickory has his new pharmacy about ready to open. Looking for a first rate pharmacist to take over at Hickory Drug while he gets the new store established.
- Norman W. Lynch of McColl, South Carolina has joined Pleasant's Drug Store of Louisburg as pharmacist.

- New division manager for the National Drug Company of Philadelphia is B. B. Gilbert, formerly an employee of a Madison drug store.
- Service address of Edward M. Smith (Class of '53): LTJR Edward M. Smith USNR, U. S. S. Jason (ARH-1), Fleet Post Office, San Francisco, California.
- In recognition of outstanding services, J. C. Canipe of Asheville has been appointed Divisional Manager for E. R. Squibb & Sons. He will make his headquarters in Charlotte.
- Doug Bain, Jr. has been elected president of the Clayton Merchants Association for 1956.
- Don Plemmons of Asheville (Salley's) is in Arizona for the winter in the hope the dry climate of the area will benefit a bronchial condition that has impaired his health in recent years.
- N. O. McDowell, Jr. of Scotland Neck has been installed as president of the Scotland Neck Kiwanis Club for the coming year.
- Moss Salley, Jr. of Asheville was one of ten nominees for the "Distinguished Service Award" of the Asheville Junior Chamber of Commerce.
- UNC Alumni, meeting in Smithfield on January 12, elected M. S. (Bill) Canaday, Four Oaks pharmacist, president of the county organization.

CECIL THE MAGICIAN

Druggist—Traveler—Ventriloquist

Magician—Hypnotist—Prestidigitator

Entertainment for schools, churches, clubs, banquets and lodges. Write, wire or phone for open date.

A. Coke Cecil

Hight Point, North Carolina

Labeling Responsibilities of the Pharmacist

Every prescription we dispense, either to a customer, to a nursing unit in a hospital, or to a physician for his office is our representative; therefore, after giving our very best effort in preparing a prescription, we should give careful and serious thought both to the label and to the container so that the finished package will represent us properly.

The primary function of a label is to convey information. At the same time, we should bear in mind the fact that those who see the label may form an opinion of the person or company whom the label represents. As we look around the shelves in our own pharmacy, we see that the most appealing labels are those supplied by the most reputable companies. At the same time, we may see a few bottles on our shelves of the less known companies, and the labels on these, for various reasons, do not have the appeal of the labels of the leading pharmaceutical firms. They obviously have tried to cut the cost of the package and then we wonder if they have also tried to cut the cost of the contents at a sacrifice of quality. If such thoughts can enter our minds, then they can also enter the minds of the patients receiving prescriptions from the pharmacist. This should be sufficient reason to remind us to take pride and to exercise caution in preparing our labels neatly and accurately. Remember who will see this label. Certainly the patient and his family will, and perhaps the physician when the patient makes a return visit. They will see our work together with our choice of container and our label. They may draw opinions of us from the appearance of the label and certainly our goal is for everyone to have a high opinion of a pharmacist. A hurriedly typed label with typographical errors, misspelled words and smeared ink indicate carelessness and haste. Then those viewing the label will wonder if we were also careless in preparing the medication for dispensing.

Let us consider a few of the common mistakes we make with labels and then a few suggestions for improving the label. First, let us briefly consider the selection of the label. This is entirely an individual problem of the pharmacist. We should think of the appearance of the label and then decide if the name of the pharmacy should be at the top or at the bottom, if it is to be a plain or high gloss type label, if it is to be gummed or not, and if the size of the label gives the most attractive appearance to the container selected. We should consult a label representative in the selection of the label and we should not sacrifice quality in favor of economy.

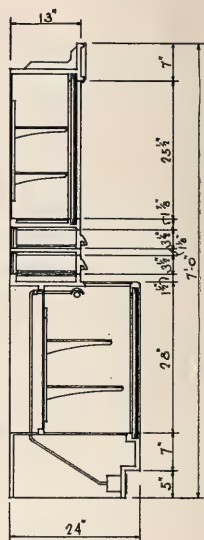
In considering the parts of the label, our first consideration should be the patient's name. One of the most common errors committed by pharmacists and by physicians today is the incorrect spelling of the patient's name. The name is not too important to us, but to the patient, it is the most important item on the label. We should take time, before filling the prescription, to be sure that the patient's name is spelled correctly. All pharmacists have probably had calls from patients after the patients had reached home because a very small mistake had been made in the spelling of their name. The comment usually is that they wanted to be sure they had received the right

(Continued on Page 53)

Presented by

James W. Mitchener
Chief Pharmacist
Cabarrus Memorial Hospital
Concord, North Carolina

At the Seminar on Modern
Pharmaceutical Practice
Chapel Hill, North Carolina
November 16, 1955



SECTION

SELF-SERVICE COSMETIC WALL DISPLAY CASE

This beautiful deluxe style glass enclosed wall case is fitted with glass doors sliding on roller bearing tracks both top and bottom so that the customer may select and choose her favorite brands. The concealed fluorescent lights enhance a glamorous setting for your finest merchandise.

This fixture may be combined into a line of Key wall display cases with the lower part extruded beyond the common base line, which pinpoints the cosmetic display. This self-service cosmetic wall display case will increase your sales in this profitable department. Write for our free complete catalog or brochure of blue prints showing actual installations.

Send Catalog ☐

Name.....

Send Blueprints ☐

Address.....

Send Sales Engineer ☐

City.....

State.....

GRANT E. KEY, INC.

Manufacturers — Distributors

LYNCHBURG

VIRGINIA

LABELING RESPONSIBILITIES

medication. The truth is that they want proper recognition of their name. This seemingly insignificant error can be very important to business. The error can be avoided by checking the name with the patient before filling the prescription. Their name is important to them, and they will be happy to spell it for you.

Next is the directions to the patient. We should write the directions first before filling the prescription. Then, after filling the prescription, when we are ready to apply the label to the container, the directions should be checked again. If an error has been made in the directions, it will usually be noticed. If you are fortunate enough to have another pharmacist working with you, it would be wise to check each other's labels before the finished product is dispensed. Unfortunately, some very serious errors have occurred due to haste and carelessness with labels. One example was a prescription written for Digitoxin with directions "Take one tablet every six hours for five doses; then one daily." The pharmacist filled the prescription in haste without checking and the label read "Take one tablet every six hours for five *days*; then one daily." The results was a case of Digitalis poisoning.

At this point, we should consider another related thought and that is of filling only one prescription at a time. Have one prescription completely finished before proceeding to another. It is quite tempting to type several labels at once to save time when a physician has written several prescriptions for one patient or several on one blank. When we are rushed, it is so easy to get labels mixed up, so it is always good insurance to prepare them one at a time. One example is of a physician who wrote two prescriptions for a patient on a single blank—one for a hypnotic to take one at bedtime and the other for a multiple vitamin to take three times a day. In the rush, the pharmacist typed both labels, got the labels on the wrong bottle and the patient began sleeping all day from taking Secobarbital capsules three times a day; and the patient was awake all night from taking the vitamin pill at bedtime. This was re-

ported to the prescribing physician, who made a check of the situation, and when the error was revealed, both the physician and the patient had less confidence in this pharmacist.

Another item of interest on the label is the doctor's name. We should be sure that we have the correct doctor's name on the prescription and that the doctor's name is spelled correctly. Next to the patient's own name, he will be concerned about the name of his doctor. We must remember that they are patients under a doctor's care and that they have confidence in their doctor. The prescription doesn't always have the doctor's name printed at the top and if it is not we should take time to ask the patient the name of the doctor.

We should never stop with only the bare minimum of direction that the physician may write. The pharmacist should be a guide in drug therapy, administration and storage. Frequently there are notations which we should assume responsibility for adding to our labels. These are for the protection of the patient as well as to aid the success of the doctor's therapy. These include such terms as SHAKE WELL, FOR EXTERNAL USE ONLY, STORE IN A REFRIGERATOR, PROTECT FROM HEAT, CONSULT YOUR PHYSICIAN BEFORE HAVING THIS PRESCRIPTION REFILLED, and THE EXPIRATION DATE. We always remember to add "Shake well" when it is indicated, but there are times when special emphasis should be added to "Shake well" such as "Shake vigorously" for suspensions like Sulfasuxidine, and for other Sulfonamide suspensions. We may need to remind ourselves of this point when dispensing a prescription as well as reminding the patient when he takes his dose. These preparations can be quite stubborn when allowed to stand for a period of time and can be quite difficult to get back into suspension. Needless to say, the patient cannot get the proper dose if the medicinal agent is in the bottom of the bottle, so we should try to impress upon the patients that they should "shake well."

The expiration date is becoming increasingly important with many of our new and

(Continued on Page 55)

NEW PRODUCTS

MEPHABARB Elixir (Muscle Relaxant—Sedative)

Each 5 cc Contains:

Mephenesin	250 mg.
Butabarbital Sodium	16 mg.

Available in Pints \$4.80 and Gallons \$33.00

TERSUL Suspension (Triple Sulfa)

Each fluid ounce contains:

Sulfadiazine	1 gram
Sulfamerazine	1 gram
Sulfacetamide	1 gram
Sodium Citrate	3 gram

Available in Pints \$3.90 and Gallons \$28.80

DEXAMOSED—5 TD Capsules

Each Capsule Contains:

Dextro-Amphetamine Sulfate	5 mg.
Amobarbital	30 mg.

Available in bottles of 100 \$5.40

ORDER NOW FROM YOUR WHOLESALER

MAYRAND INCORPORATED

Manufacturing Chemists

Greensboro

North Carolina

Scott Drug Company

*Wholesale and Manufacturing
Druggists*

Charlotte, N. C.

LABELING RESPONSIBILITIES

Modern drugs. Most pre-packaged prescriptions of Penicillin and other antibiotics have a notation that the preparation is good for one or two weeks after mixing, but often the print is very small and overlooked both by the pharmacist and the patient. This information should be added to the label of the prescription in red letters. "DO NOT USE AFTER . . . DATE)." We know that these preparations lose their strength with age and sometimes become toxic and irritating. There is a tendency with everyone to save the unused portion of a prescription for possible future use. One woman had used about half of a bottle of Penicillin-Sulfonamide suspension when she decided that her child was well. She left the unused portion in the medicine cabinet, and six months later, when the child had a temperature, she decided to use the rest. She gave the outdated medication for twenty-four hours. The child's temperature continued to rise and the child was rushed to the hospital having convulsions because the medication was no longer effective. The label did not show an expiration date to warn the patient.

The expiration date is also very important in ophthalmic solutions. This is a portion of pharmacy that most pharmacists have neglected. Every ophthalmic solution should have an expiration date on its label and this date would be determined by many factors worked out by the pharmacist. Most alkaloids in the form of ophthalmic solutions will lose their strength with age, and this expiration date is determined by such factors as the pH of the solution, the sterility, and the preservative used. This is a field that needs attention in order to improve the quality of the ophthalmic solutions that we dispense. Although the physician's prescription may indicate only an aqueous solution of an alkaloid, we can add to the safety and comfort of the patient by using a buffered diluent with the proper preservative and add an expiration date to the label of the ophthalmic prescription. There is no set rule for all prescriptions but a ten day expiration on all would be better than not any. These steps alone will not be prof-

itable because such prescriptions to many of us are in a minority, but there will be an ultimate reward because the patient will have comfort and better results and the physician will be impressed by such actions.

We should consider another important point in the directions to the patient; that is, when we get those prescriptions with directions stating "As directed." Certainly the physician in most cases must have instructed the patient about the use of the preparation but usually they forget or become confused. We should be certain that the patient understands the directions before dispensing and we should make our directions in complete sentences. We should say such terms as take orally as directed, insert vaginally as directed. One patient received a prescription for vaginal tablets labeled "As directed" and took them orally. We should never dispense a label which simply says "As directed."

Many named brands and successful products are known by their label. They put special emphasis on their label in promoting their product. Such neatness and care can be rewarding to our pharmacy. We should always remember that any extra information that we can add to our label to aid in the safety, comfort and recovery of a patient will give us a warm feeling of satisfaction. At the same time it will remind our physicians and their patients that the pharmacist is a valuable member of the Medical Team and not just someone in the back corner of a store who counts pills and ampules.

A Bouquet to NWDA

A bouquet of roses to the National Wholesale Druggists Association for the selling aids now being made available to retail pharmacy.

The "Plus Four" prescription program, "Profits on the Hoof" (how to establish an animal health dept.) are two examples of practical aids made available by this aggressive organization. And there are many more.

When you buy through your NWDA Wholesaler, you make possible still further assistance of this type.

the "FAMILY PACK"



...for PROFIT!

Busy Schedule

NCPA President W. B. Gurley is making a rapid recovery from repair operation on a leg, which was injured in an auto accident several months ago.

As an indication of how busy our president is, here's his schedule for February 18: Up before daylight in Windsor, trip to Duke Hospital for checkup on leg, thence to Chapel Hill for mid-day meeting of the NCPA executive committee.

In the afternoon, meeting of the Pharmaceutical Research Foundation, of which he is a director; and finally to Greenville for a night meeting of the Northeastern Drug Club.

Attends Heart Meet

W. Latham West, a director of the State Heart Association, was in Chapel Hill recently to help plan for the coming "Heart Sunday" fund-raising drive on January 22.

Tindal Promoted

Hoffman-La Roche Inc. has just announced the appointment of Mr. Mack D. Tindal, Jr., of 2514 Kenmore Drive, Raleigh, North Carolina, as divisional sales manager of the Gulf Coast Division, with headquarters in Houston, Texas. Mr. Tindal has represented Hoffman-La Roche in Raleigh since 1945.

WANTED—Detail medical service representative for ethical pharmaceutical manufacturers in Eastern North Carolina. Detailing or previous drug experience necessary. Salary, expenses, incentive plan, life and hospital benefits. M. A. Watson, 1307 Emory Circle, N. E., Atlanta 7, Georgia.



Reabela Tablets

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

Reaco A & D Capsules

\$10.00 Doz. 100s

A. E. P. Tablets

\$24.00 Doz. 100s

Pyridoxine HCl (B6) 10 mg. Tablets

\$2.25 per 100

Pyridoxine HCl (B6) 25 mg. Tablets

\$4.50 per 100

Pyridoxine HCl (B6) 50 mg. Tablets

\$7.50 per 100

Reavita Capsules

\$34.80 Doz. 100s

\$28.00 per 1000

Neo-Reavita

\$36.00 Doz. 100s

Reacaps

\$25.80 Doz. 100s

Rea-Secal

\$15.00 Doz. 100s

Your cooperation in stocking Reaco Products is appreciated

REACO PRODUCTS

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WEST DURHAM, NORTH CAROLINA

CHLOROPHYLL

in the Gumming on
YOUR DRUG LABELS

An Exclusive Feature with McCourts

For the benefit of the pharmacist who occasionally moistens labels with his tongue, the McCourt Label Cabinet Co. is now printing drug labels on paper with gumming containing Chlorophyll.

There is no additional charge for this added value in the quality of McCourt's drug label paper and gumming.

Ask your McCourt salesman to show you the new labels with the Chlorophyll gumming.



"Use the Label with the Green Gumming"

Ralph M. Crosson, Representative
P. O. Box 475, Columbia, S. C.

EVERFRESH MAGNESIA

The Name at the Top—It's EVERFRESH

and . . . The Top
Name among quality
brands

Assures
PROFITS
Assures
DEMANDS

"The swing is definitely toward the brands the public knows."

ORDER TODAY

Thru Your
Wholesaler



The McCambridge & McCambridge Co.
6400 Rhode Island Ave. Riverdale, Md.

*Cold weather
is the season for . . .*



*Do you have
an adequate stock?*

Last Fall and Winter new sales records were set for Soltice Quick-Rub. This year even these records will topple as the demand continues to grow for this new greaseless, stainless rub that gives FAST relief to cold misery.

Soltice—a popular item in the Summer for the relief of sore muscles, rheumatic aches, tired feet, non-poisonous insect bites, etc.—is a best seller throughout the cold season. Do you have an adequate stock? If not, mail your order today. It'll get prompt attention.

THE CHATTANOOGA
MEDICINE COMPANY
Chattanooga 9, Tennessee

POWERS-TAYLOR DRUG COMPANY

Richmond, Va.

Wholesale Druggists
Importers & Jobbers
Druggists' Sundries & Fancy Goods

We solicit your orders
Our experience of over 70 years
insures our ability to serve you
satisfactorily

Random Comments

By

W. J. Smith

Card in from troubled gent now residing in California. Says if we don't do something about the Chinese birthrate, we're all in for real trouble. Now there's something calculated to up the sale of ulcer and sleeping pills.

* * * *

West Virginia's gift to the pharmaceutical world—Jimmie Casteel of Durham—figured he could ease by a "stop sign" near the Virginia border, seeing as how it was nearing midnight. But no such luck. Nabbed by an ever-present patrolman, Jimmie explained he just eased by the sign. But "stop," as forcefully spelled out by the patrolman to Jimmie, means "cessation of all forward movement."

* * * *

Sign posted on highway: "Slow Men Working" If you failed to get one of those "Scott Roads," don't despair. Perhaps they are on their way.

* * * *

One gets a lift from welcome sign erected on outskirts of an enterprising town: "The City of Cadillacs. Drive Slow. We love our Fenders."

* * * *

According to a speaker at the Southern Medical Association, television could be an indirect cause of colds, with children lying on the rug, stirring up all manner of dusty molds and stuff. Well, now that I have told you, let's see if "Captain Midnight" or our cold preventive wins out with the small fry.

* * * *

Friend from the School of Business Administration tells me of an executive who has a unique test plan for employee applicants. Take them out to lunch. If applicant salts food before tasting, said applicant is automatically eliminated from

further consideration. Reason: Applicant likely to act before he is in full possession of the facts (food may be too salty to begin with).

* * * *

Advice on weight reducing which this over-weight writer ponders: Best way to cut down on that middle age spread is to move the head gently from left to right when the second helpings are passed.

* * * *

N. Vernon says that it's only after he's lost his first argument that the newly married man learns that in addition to being made of sugar and spice and everything nice, girls also have got a bit of iron in them.

* * * *

Enterprising pharmacist uses psychology on a certain class of trade. He asks: "Do You Want to Go First Class?" They all do, so instead of \$1 vitamin sales, he rings up \$10 sales.

* * * *

Speaking of Vitamins, one Tar Heel pharmacist-employee last year earned better than a thousand dollars commission on the sale of a vitamin product. He has promised to spell out his "Know how" for readers of THE JOURNAL.

* * * *

We can never forget the advice of a former employer: "If you never do more than you are paid for, you will never be paid for more than you do." Which may partly explain why this is being written after most drug stores have long since closed for the night.

* * * *

Why is it our intelligent neighbor will bitterly complain over the pharmacist's charge of \$5 for drugs that keep him from being sent to the undertaker, yet cheerfully passes over five bucks to the saloon keeper (beg pardon, ABC proprietor) for a bottle of gin that definitely will not make him a "Man of Distinction?"

* * * *

I love a finished writer;

O me, I really do;

I don't mean one who's polished,

I just mean one who's thru.

For seventy-one years

- - - - since 1885

SEEMAN

OF DURHAM

Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-seventh volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA

Lilly's Bert Mull Dies

Bert R. Mull, known personally by thousands of druggists and members of the pharmaceutical industry, died suddenly January 31 at his home in Monticello, Indiana. He was sixty-five years old.

Associated with Lilly for twenty-eight years, Dr. Mull was serving as director of special assignments in marketing at the time of his retirement last year. For many years previously he had been manager of the trade relations department and active in advertising functions of the company.

A forceful speaker who frequently represented Lilly at conventions and other pharmacy gatherings, Dr. Mull organized and served as moderator of the All-American Pharmacy Seminar, which appeared on drug programs from coast to coast.

One of his last achievements with the company was the organization and direction last fall of an industrial seminar for educators and deans of pharmacy schools—the first such seminar to be held by the pharmaceutical industry.

R BOXES AND LABELS

**E. N. ROWELL CO.
INC.**

BATAVIA, N. Y.

Representative

M. C. GRIER

1110 Ann Street

Monroe, North Carolina

Telephone 1353-L



Dear Mr. Smith:

Will you please send me a list of drug stores that are members of your Association in the following counties: Avery, Burke, Caldwell, Catawba, Iredell, Alexander, Rowan, Davie and Davidson.

I have been instructed by the Executive Council of the State Medical Society to secure the amount of polio vaccine available in the drug stores of this, the Ninth Medical District.

John C. Reece, M.D.
Ninth District Councilor
Morganton

Dear W. J.:

I was promoted to Specialist 3rd Class and Chief of the Pharmacy Section (Ponce, Puerto Rico). Now that really isn't as big as it sounds. We have 3 pharmacists and fill only 55-60 prescriptions a day.

Of course, we make our own ointments, syrups, mixtures, lotions and some capsules. Occasionally we make suppositories. We have various solutions to make for the

Dental Clinic, Emergency & Treatment Room, Laboratory and the Ward. I almost forgot. We have a product we make a lot by percolation: coffee.

Can you give me any information as to the usefulness of a book given to me by a captain in the Medical Service Corps? Title of the book is "Sulz's Compendium of Flavorings."

Sp-3 Joseph F. Bland
US-53239434
Med. Co., 65th Inf. Reg. T
APO 851-D, New York, N. Y.

Dear W. J.:

I am trying another project on an experimental basis. It is an effort to solve the problem of stock duplication.

It is my belief that every pharmacist should dispense the drug that the physician orders on his prescription rather than do as a few pharmacists do. Substitution is bad for our profession and the few pharmacists who do substitute hurt us all.

At the same time, duplication is a problem for the pharmacist. All pharmaceutical houses have the right to detail their products, and if they create the demand, it is up to the pharmacist to supply the proper product.

It is also a right of the pharmacist to meet this problem by detailing the physicians himself, and in this way, avoid, duplication and save by bulk buying.

James W. Mitchener
Concord

SMITH WHOLESALE DRUG CO.

SPARTANBURG, S. C.

**A Young and Growing Service Wholesale House,
Owned and Operated by Registered Pharmacists**

We Appreciate Your Business



Stores Serving
Sealtest...

SELL MORE!

Southern Dairies
DIVISION OF NATIONAL DAIRY PRODUCTS CORP.



Sealtest's appetite arousing *na-*
tional and *local* advertising . . .
aided by the industry's *finest in-*
store promotions . . . plus Sealtest's
known *customer satisfying quality*
. . . are three big reasons why
fountains serving Sealtest are store
volume builders.

*Call Southern Dairies today. Let the Sealtest man show you
how you can increase fountain sales and build greater store volume.*

Ninth Mann Store Established by Dowdy

Mann's new store in High Point, with 6,000. square feet of floor space, is the 9th and largest store in the organization's chain.

To be operated on a semi-self-service basis, the latest addition to the chain will have a drive-in window, where motorists will be able to call for prescriptions without leaving their car.

The first Mann store was established in High Point by the late J. D. Mann in 1903. D. A. Dowdy, now president of the chain, joined Mann Drug in 1918, later buying controlling interest in the business.

Store No. 2 was established in 1927 and since that time later additions in Thomasville, Burlington, Reidsville, Kannapolis and Sanford have brought the total up to nine stores.

Mr. Dowdy credits his success to "hard work" and loyal co-workers, such as Robert Garland and Frank Murr, who have been with the Mann organization for more than thirty years.

Mr. Dowdy has two sons, both graduates of the UNC School of Pharmacy and licensed pharmacists. Henry is vice-president and David, Jr., is now in service.

Hospital Pharmacists Meet

R. Zack Thomas, Administrator of the Charlotte Memorial Hospital, was guest speaker at the January 28th meeting of the N. C. Society of Hospital Pharmacists.

Held in Charlotte at the Ming Tree Restaurant, the Society officially installed the following newly elected officers:

President, Andrew J. Darling; Vice-President, Claude U. Paoloni; Secretary, Oscar J. Rodgers; Treasurer, Gilbert D. Colina.

Salk Vaccine

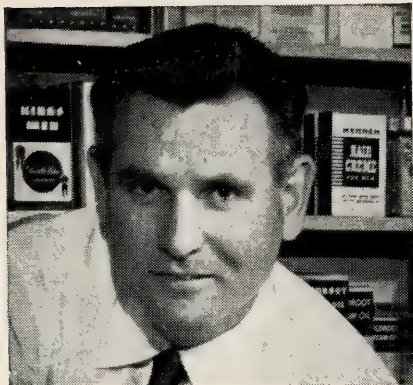
The N. C. State Advisory Committee on Poliomyelitis Vaccine, meeting in Raleigh on January 30, approved the following motion: "that the State Board of Health be empowered to purchase and distribute poliomyelitis vaccine to local health departments as needed from surplus supplies accumulating in manufacturers cooling rooms following documentation by the local health officer and local medical society, leaving at all times a State reserve of 25,000 cc's of the vaccine for distribution through commercial channels for usage by private physicians."

Now eligible for the vaccine: Pregnant women and all persons less than 20 years of age.

W A N T E D

DRUG STORE—We have an experienced registered pharmacist, with \$20,000.00 CASH as initial payment on the purchase of a good retail store in North Carolina, small town preferred. Must gross \$100,000.00 or better, with fair Prescription volume and reasonable rent. This client is young, active and has had experience as Manager. Might consider "partnership" in larger store. On such a store we can almost promise IMMEDIATE action. If you are thinking of selling or retiring HERE IS YOUR OPPORTUNITY. Party expects and will pay "key money" above inventories for the right store. Replies confidential. Parker & Parker, Business Brokers, Specializing in the Sale of Drug Stores, Travelers Bldg., Richmond, Va.

"most profitable"



CHARLOTTE, N. C. "We keep a display of 'Benedrex' Inhalers next to our cash register and find that it is most profitable. The demand for 'Benedrex' grows from day to day—and it is one of our most profitable items."

Lucius J. Stanley

Lucius J. Stanley
Stanley Drug Stores
1959 E. Seventh St.

**double your sales of
BENZEDREX* INHALER
with the new display carton**

*Smith, Kline & French
Laboratories, Philadelphia*



* T.M. Reg. U.S. Pat. Off.

New Drug Store Permits Issued by the State Board of Pharmacy

1. Northwood Drugs, 110 East Northwood Street, Greensboro. B. F. King, owner and pharmacist.
2. The Drug Center, Rowland. Charles D. Webster, owner and pharmacist.
3. Mann Drug Store No. 3, 842 South Main Street, High Point. J. Henry Dowdy, secretary-treasurer.
4. Gordon Manor Pharmacy, 4001 West First Street, Winston-Salem. Ritchie A. Russell, owner and pharmacist.
5. Bessemer Drug Company, 2805 Bessemer Avenue, Greensboro. W. B. Evans, owner; D. D. Underwood, pharmacist.

Ownership Change

1. R. L. Reinhardt and Paul L. Fisher are now the sole owners of Abernethy's Pharmacy, Elkin.
2. Mr. W. F. Rhyne's interest in Rhyne's Drug Store, 1516 East Ozark Avenue, Gastonia, has been purchased by John P. Friday and John O. McDonald, who are now the sole owners of the business.
3. The Service Drug Company, 802 Market Street, Wilmington, has been purchased by William A. Morton and James M. Hall, Jr. Mr. Morton will be manager and pharmacist in charge; Mr. Hall remains at his drug store located on Castle Street.

Drug Store Closed

Moseley Chestnutt Drug Store, 110 Main Street, Clinton.

Reciprocity License Issued

1. Preston R. Forrester, Purcell's Albemarle (from South Carolina).
2. John A. Dean, Kearns Service Drug Store, Asheboro (from Georgia).

Notes

At the January 17 meeting of the Board of Pharmacy, application for renewal of one drug store permit was denied due to violations of the State Pharmacy Act.

One pharmacist guest present for the meeting: Kenneth L. Wiggins, Goldsboro Drug Company, Goldsboro.

Next meeting of the Board: February 21-22-23, Institute of Pharmacy, Chapel Hill (mid-year examination).

Forrester Joins Purcell's

Preston R. Forrester, a native of Greer, South Carolina and graduate of the School of Pharmacy, Medical College of the State of South Carolina (1951), has joined Purcell's Drug Store of Albemarle.

Mr. Forrester served two years in the Medical Service Corps of the U. S. Army as a 1st lieutenant, spending most of this time in Germany.

Reduce Work Day by 2 Hours

Three Waynesville and one Hazelwood drug stores started 7 p.m. closing on January 2. The former closing hour was 9 p.m.

For night service, emergency telephone numbers are posted on the door.

The participating stores in Waynesville are Curtis, Dan's and Smith's; in Hazelwood, the Hazelwood Pharmacy.

How to Live a Hundred Years Hence

If you find life getting a bit too hectic these days, how'd you like to be tucked away in deep-freeze for a spell; thawed out 50 or 100 yrs hence when the world has simmered down somewhat?

A London scientist, Dr. Audrey Smith, of the British Inst. for Medical Research, has been testing the freeze-thaw technique on hamsters for some time now. He thinks it ought to work on humans, with some modifications. Theoretically, then, you could bet'n to consciousness in the yr. 2000, about your present biological age. Fascinating, eh?

As a 1st step Dr. Smith and his associates seal the hamsters in glass jars. In a relatively short time they exhaust the oxygen, become drowsy and lose consciousness. They are then cooled, packed in crushed ice and stored in a refrigerator. Breathing ceases; the heart stops beating. An hr or so later the little animals are thawed out, revived and seem no worse for the freeze.

But before you clear the family freezer and take steps to try out the idea on Aunt Eunice, a word of warning: An extensive freeze would require glycerole inductions into the blood stream to coat tissues and organs; otherwise a pickling process would set in.

"creates new customers"



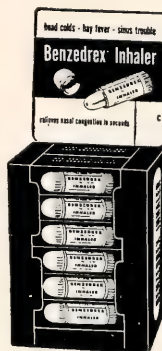
DURHAM, N. C. "We find that displaying 'Benzedrex' Inhalers not only creates new users, but also reminds old customers—thereby creating repeat sales."

J. K. McCoy

J. K. McCoy
The Prescription Shop
S. Gregory at W. Chapel Hill St.

double your sales of
BENZEDREX* INHALER
with the new display carton

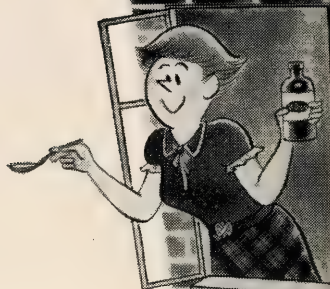
*Smith, Kline & French
Laboratories, Philadelphia*



* T.M. Reg. U.S. Pat. Off



*he's heard
the call
for . . .*



VI-DAYLIN[®]

America's youngsters consume more
VI-DAYLIN every day than any other
liquid multivitamin made! Why?

Lemon candy flavor! New supply?

In 3-fl. oz., 8-fl. oz. and
economical pint bottles.

Abbott



**Each 5-cc. teaspoonful of
VI-DAYLIN contains:**

Vitamin A	3000 U.S.P. Units (0.9 mg.)
Vitamin D	800 U.S.P. Units (20 mcg.)
Thiamine	1.5 mg.
Hydrochloride	1.2 mg.
Riboflavin	0.5 mg.
Pyridoxine	40 mg.
Hydrochloride	3 mcg.
Ascorbic Acid	10 mg.
Vitamin B ₁₂	
Nicotinamide	

and for infants...

VI-DAYLIN DROPS

The Detail Man as a Factor in Increasing Rx Volume

JAMES W. HARRISON, ASHEVILLE

When a person such as I who have never owned any kind of business appears before a group of persons who may in all justice be termed the elite of the profession, and resumes to tell them how to run their business, he is courting certain dangers. So, I would not tell *you* how to run your business. I do not think you need to be told. That you are here today seems to me to be conclusive evidence you have done a pretty good job. Nevertheless, I believe you are receptive to any methods that may be rationally used to help you increase your prescription volume.

One whose experience in this business, that is also a profession, extends from the days of Warburg's Tincture to the present day era of antibiotics is bound to have absorbed some of the principles that have made this profession move forward. Even being exposed to certain conditions over a space of time will enable one to adopt the principles of those conditions and apply them with beneficial results.

It is of one of those principles I would remind you. I say "remind" because you know them as well as anyone knows them.

You know them and do not apply them after you have made them fit into your operations, you are missing something good.

If you do apply them as a sustained program in your operations, you are almost certain to reap the benefits of increased prescription volume.

Since my subject concerns "detailing" we must presuppose there is something to detail.

We are presuming the pharmacy is blessed with, or able to acquire, the requisites necessary to have something to detail. These requisites must, perforce, include these qualities:

- Adequate stock
- Qualified Personnel
- Ethical Relations with the Medical Profession

- Good Relations with the Public
- Dignified Effectiveness in other Advertising and Promotions
- And, last but not least,
- Good Relations with Manufacturers' Representatives

As most of these conditions have been or will be treated elsewhere on this program, they will be mentioned only when they have a bearing on detailing.

When one mentions the words "detail man," his hearers are prone to picture the pharmaceutical manufacturer's representative who calls on physicians and pharmacists with the object of having his products appear in prescription files as dispensed prescriptions. But this particular detail man, although a very important factor in building and increasing prescription volume, is not the *only* detail man. His function will be mentioned later, just now we will consider another sort of detail man.

The pharmacist himself, one of the pharmacy's own personnel, may and should function as a detail man. He would be typed as belonging to the category of "qualified personnel" mentioned earlier. By qualified, we mean qualified not only legally, but also qualified in intelligence, attitude, temperament, and personality.

If your relationship with physicians is on a sound, favorable basis, with your reputation already favorably established with them, so much the better. In that case, your entree is practically accomplished.

Now, after you are settled with the physician, you take on the attributes and personality of a salesman. After all, detailing is just another term for selling.

You have a veritable wealth of products and services to sell him. You have so many ideas, services and products, quite beyond the meaning of mere commodities, that can be sold to him, you could not possibly live long enough to exhaust them all. For this

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TENNESSEE ERNIE FORD says—

"I'm helping you move
MORE THAN 16 TONS*
 of **ALKA-SELTZER®**
BRAND
EVERY SINGLE DAY"



"So... it'll pay you to get your ALKA-SELTZER off the shelf and into one o' these displays!

They'll move your ALKA-SELTZER 2 to 3 times faster! You can't back your mule away from those *extra profits*—profits that make you tall hog at the trough!"

MILES LABORATORIES, INC., Elkhart, Ind.



*Drugstore sales actually average more than *two thousand pounds of ALKA-SELTZER* packages a day

Partner of the Retail Druggist for more than 70 years

THE DETAIL MAN

ason you should not do this detailing *only today, tomorrow, or next week*, then sit serenely by, waiting for prescriptions to fall our way like raindrops from heaven. This detailing should follow a well planned program and be assiduously and continually sustained.

If the physician is smitten with the desire to dispense his own medications, you may tell him on *your* ability to practice pharmacy compared with *his* ability to practice pharmacy. There isn't one among you here today who fails to surpass the physician's ability to practice pharmacy and dispense compounded medications. Neither is there one of you who can or should attempt to practice medicine. (If there happens to be any qualified physicians in the audience, I am here and now alter that statement and amend it to the proper connotation.)

If you know how well you excel in doing certain things, it is not difficult to sell another on this ability. I am sure all of you could do a very creditable job of detailing, especially when the merchandise or service you are detailing is in your own field of endeavor; when you are, so to speak, on your own home grounds.

You may sell the physician on your reputation for integrity in your relations with his patients. You may leave with him the conviction his patients will receive from the medication he prescribes. No matter whether this medication be one of the "blue birds" of the pharmaceutical realm, or his pet formulation, every single prescription will be the "high particular" of your

Experience has shown the average physician is somewhat bewildered by the intricate pharmaco-dynamics of many of the newer remedial agents that are appearing most daily in a multiplicity of similar or related products. (To digress for a moment, I would like to say this is a condition that troubles most of us. It is a subject which should be discussed with merit for each one of us from now until doomsday. Since it will be dealt with elsewhere on this program, it is not in my province to interject it in this discourse.)

The point is, you can brief the physician

on the features of any product he is interested in, and products you would fain bring to his attention. Learn all there is to know about a product before you attempt to detail it. If you are questioned on a feature about which your knowledge is incomplete, you may apologize, but for the sake of your own self-respect, do not apologize too abjectly. Even though you have correctly gauged the physician as a being set apart, as one, in his own evaluation, somewhat above the average professional man in humanitarian qualities, as indeed he is, do not be either a blatant sycophant or a timid soul. Remember too, your mutual conduct with each other must engender respect for each other. The more profound this respectful regard, the more receptive he is and the greater your efficiency in the detailing you are attempting.

If there is a point upon which he seeks enlightenment and the information is not at your tongue tip, or you are unsure of the correctness of your knowledge, for goodness sake, do not stop there, with the matter in abeyance. Get the information for him if you have to ransack all the brains from, say (business of pointing to Dean Brecht) Chapel Hill to London, *via* Indianapolis, Philadelphia, Cincinnati, Kalamazoo, and other way stations.

You may detail a cardiologist on, shall we say, "digitoxin." There are at least 72 manufacturers of digitoxin in various formulations. Obviously, you cannot stock and promote each one. So you choose a label that measures up to your ideals of pharmacy. You and the physician both know that digitoxin is a mixture of digitoxin and other glycosides of *digitalis purpurea*. You also know the glycoside material should contain 90% digitoxin, if it measures to USP standards.

But you are not detailing mere digitoxin, one that legally comes up to required standards and satisfies the majority of the 72 manufacturers. The particular one you are detailing is one that may, in all verity, be termed a true thoroughbred in the pharmaceutical world; one that goes beyond the barest requirements. In preparing your detail you have learned there is not a

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Upjohn

best-seller
for
28 years!

Cheracol*

Each fluidounce contains:

Codeine phosphate 1 gr.
Chloroform 2 grs.
Potassium guaiacolsulfonate 8 grs.
Ammonium chloride 8 grs.
Antimony and potassium
tartrate 1/12 gr.
Alcohol 3%

With white pine and wild cherry
bark

Supplied:

Bottles of 2 and 4 fl. ozs., pint, and
gallon

*Trademark, Reg. U. S. Pat. Off.

The Upjohn Company, Kalamazoo, Mich.



THE DETAIL MAN

100% digitoxin material available. But the one you are detailing has been made to contain 100%. This has been accomplished by standardizing chemical assay against physiological assay and the addition of sufficient digitoxin to assure 100% content in each specified amount. The preparation of your detail has also informed you that you have the utmost, the *ne plus ultra*, in this particular brand. You are detailing a product of a manufacturer who abides by the precept of, "... whosoever shall compel thee to go a mile, go with him twain."

You are accomplishing more than one objective by detailing the merits of one particular digitoxin. You are supplying the physician with the means of administering digitalis therapy with an unchanging, standardized dosage. You are doing so without degrading the merits of any other brand. You are attempting to concentrate the demand for a multitude of brands into demand for one particular brand. I can see no threat to our free enterprise ideology if this is accomplished by ethical means.

You may detail the physician on your pricing system or schedule. I do not mean that you should even consider selling him at a price alone as in comparison with the prices of your contemporaries in competition with you. But detail him on a justification of your prices relative to the quality and service you are rendering. When you seek to correct an erroneous opinion he may have concerning the prices charged for his prescriptions, do not fall into the error of trying to shift the blame, indeed there may be blame, of so called high prices onto others who handle the product before it reaches you. If you will only remember one of the unalterable laws of commerce—that any single product, commodity, or service is priced to ratio of its need, its value and its demand. That when its price moves from the justification of this ratio, it has begun its journey into oblivion and the limbo of forgotten things.

There are countless other services and details that may be presented to the physician by the pharmacist. All of them are important. All of them must accomp-

lish that wholly desirable state of ethical relationship between two different but interdependent professions. If the pharmacist is armed with this one indispensable objective, his trained and harnessed talent can and will accomplish decisively beneficial results.

Now we come to another phase of detailing. The physician is not the only one the pharmacist should detail. When the physician is detailed successfully, there is not an immediate tinkle of the cash register, but the returns are tangible nonetheless, even though they require time to become cumulative. This other phase of detailing that pulls its oar in the ride to greater prescription volume has a more immediate result. It is customer detailing, or detailing the physician's patient.

During a period of several weeks I made an unofficial but accurate survey on the conduct of several pharmacists toward their prescription customers. It seemed to me to be my duty to help my customers who are pharmacists, by worthwhile suggestions stemming from observation and my own experience. I observed action in ten pharmacies of various sizes, including some in uptown areas, edge of town, and suburban. The main object being to learn the extent of customer detailing practiced in my territory. After the first visit in each pharmacy I would make suggestions, largely this was only to point out the obvious, since I do not qualify as an expert in selling. But then, most selling does not require the salesman to be an expert.

These suggestions which I made with tact and a sincerity of purpose, with due regard for protocol, began almost immediately to bear fruit in the form of more sales to a customer in approximately the same amount of time used previously.

Two examples are extremely interesting. During the first visit to, shall we say, Pharmacy "A," I did not see any customer detailing. On subsequent visits, conditions improved until now it is a planned program in Pharmacy "A." In Pharmacy "B," I could not show the two pharmacists anything. They were past masters in the art of "trading up." Here I will say again

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USED AND REBUILT

SODA FOUNTAINS

AND

CARBONATORS

LARGE STOCK—QUICK DELIVERY

WRITE FOR LIST

**WHEN YOU NEED A USED SODA
FOUNTAIN—WRITE BERRYHILL**

**LET US KNOW WHAT YOU NEED—WE
WILL SUPPLY ACTUAL PHOTOGRAPHS
OF FOUNTAINS**

Berryhill Fountain Sales Co.

BOX 3251

CHARLOTTE 3, N. C.

PHONE EDISON 2-8945

THE DETAIL MAN

that detailing is only selling. But these two very competent operators used it with such finesse, such dignity, such extroversion, that it became pure art.

Since it is better to go from the ridiculous to the sublime than to stumble from the sublime to the ridiculous, I shall first tell you of forty minutes spent in Pharmacy "A."

Pharmacy "A" is staffed by two pharmacists and an intern. During this particular visit, the first pharmacist had a throat spray (compounded); two prescriptions for bacterial infections, accompanied by temperature; and one for obesity. The second pharmacist compounded an emollient ointment, dispensed a trademarked sedative, and supervised the intern's manufacture of a stock solution.

Each of these prescriptions almost shrieked aloud for a "detail to physician's patient." An atomizer could have been sold with the throat spray, indeed it should have been; thermometers could have been sold with two; a pair of bathroom scales with the obesity prescription; the ointment cried piteously for various surgical dressing adjuncts, and the distressed and nervous customer for the sedative could have been sold any number of items, from a deck of cards to a dull book.

Neither pharmacist made any attempt to detail the customer.

You may be thinking that bathroom scales, playing cards, or a pocket library have no affinity with the practice of pharmacy. I maintain that any product, however dissimilar or seemingly anachronistic to the occasion, has a complementary purpose and value when its use will enhance the use of a remedial agent. Then it becomes imbued with as much value as any preparation in the pharmacopoeia. Even the most inanimate objects may be made to take on glamour when fittingly presented. Even a bed pan can be made an object of desire whether or not the need for one is immediate or remote—if the customer has been made receptive to its concomitant value.

When I recovered from the shock of surprise that such indifferent customer relations could postulate that number of pre-

scriptions in forty minutes, I searched for mitigating circumstances. I could find none. Each pharmacist served his customer for the duration of the contact. Every opportunity for detailing was present. But I am happy to say that now these conditions are improved in Pharmacy "A."

In Pharmacy "B" customer detailing has reached a high plane and is being sustained there. This store is staffed by two pharmacists, whose presence in the pharmacy overlaps for half the open hours. At other times, only one is on duty. In addition, there is an extraordinarily efficient young lady, whom we shall call Alice, who is able to correlate her efficiency to the work of the pharmacists with the smooth grace of the Rizzuto-Martin double-play combination.

Of necessity as well as for sheer pleasure, I spent an hour in this pharmacy. During this particular hour only one pharmacist was on duty. In this time he prepared eighteen capsules from four ingredients; dispensed a ready made antalgic tablet; one antihistaminic; answered the telephone four times, went to it on call five additional times; placated a domineering and recalcitrant customer in a soothing bedside manner that gave him a due bill for one more star in his crown; dispatched the delivery boy twice; and warmly greeted several customers who were being taken care of by Alice.

With the exception of the capsule prescription which Alice wrapped, he completed the transaction with each customer. Here is his record: He detailed and sold a moist heat electric pad with the antalgic prescription; four large boxes of Yes Tissues and a Curity Mask with the antihistaminic. (This Curity Mask item fooled me for a minute, until I saw an infant in the customer's arms. The pharmacist had advised the mother to wear a mask while holding the baby—until her sniffles had been relieved.) He failed to sell any sort of thermometer, because the customer had one of each type. She had been exposed to another detailer, undoubtedly. She also allowed the pharmacist to return to his professional duties and placed herself in the capable hands of Alice, who sold her a quantity of baby products.

(Continued on Page 75)



*There isn't anything
better or faster
for headache relief*

Every week, 52 weeks each year, people in the United States are now buying more than a million and a half packages of "BC" Headache Tablets and Powders.

B. C. Remedy Co. DURHAM, NORTH CAROLINA

THE DETAIL MAN

In the case of the capsule prescription the pharmacist was unable to complete the transaction with the customer, so he used a printed suggestion list upon which he marked "Pus Basin; Thermometers," and the word "Probe." By "Probe" I do not mean the surgical instrument, but the verb "probe." When Alice took over she made an attempt to sell the pus basin. While she did not succeed, the alternate purchase of paper tissues pleased the customer as well. Although the customer vaguely remembered buying a thermometer, Alice persuaded her to take an oral. Then Alice literally "probed" for a clue. She saw her customer give more than a casual glance to a hair brush, then peer into a mirror. This was enough for Alice. After listening to Alice's talk, not on mere hair brushes and prosaic tips, but on beauty—beauty *per se*, the customer's shopping bag received additional cargo in the form of a new hair brush, a large bottle of shampoo, and several other related items.

I know of several pharmacies using this suggestion list, most of them with some success. Where they are used with a word explanation to the customer, they are worth the effort. Where they are used inferentially as merely handing a customer a printed slip, they are worthless. Those pharmacies who have borne the expense of compiling them, having them printed, then used them with aim and purpose, have been rewarded for the effort. Even those pharmacies that use the suggestion lists furnished by manufacturers, Becton-Dickinson; Jones Metal Products, and others, have benefited by this additional volume.

But the oral suggestions made by the pharmacist at the time he takes the prescription to the customer, furnish the best opportunities for detailing the customer. Pharmacy "A" started from a haphazard and radical application of detailing principles and built an appreciable added volume by seriously applying the basic principles. Pharmacy "B" had a long history of detailing as one of the programs of operation. It is not difficult to form the habit of detailing a customer. It soon becomes second nature. For one who keeps himself interested

in his profession to the extent of wanting to help his prescription customers with the same ardor as caused him to enter the profession in the first place, it will never become monotonous.

The detailing as practiced by the manufacturer's representative does not differ in its fundamental principles from that done by the pharmacist. There is one difference, however, which makes the task of the manufacturer's representative decidedly easier. He has only one label to advance, while the pharmacist has many.

Nevertheless this detail man can and does help the pharmacist immeasurably. The right type of detail man does not specifically channel prescriptions for his products to a particular pharmacy, *to the detriment of another pharmacy*. The right type of detail man will not attempt to overload the pharmacist, much as he likes to offer a good sales report to his sales manager. But he does want to time the distribution of his product to the fruits of his creative ability in the form of demand.

It requires some effort of co-operation on the part of the pharmacist for him to avail himself of the dividends resulting from the detail man's work. Certainly, the pharmacist must have not only the product prescribed but also complete information about it. The detail man supplies the means for the pharmacist to get the information, and he hopes for an order for the product itself, from either him or some recognized distributor. Obviously the pharmacist cannot stock every item there is. Overladen inventories have caused more failures than any other single cause. (This is a subject within itself and is not within the scope of this subject.)

Unless the pharmacist feels the stocking of an additional product will be a profitable investment for him, he should forego the purchase. But the opportunity for selling an additional item that has, in great measure, been presold, is another matter. Even though a product is not immediately stocked, it should not entirely eliminate the pharmacist from the opportunity to obtain and dispense it. If all the manufacturers would seriously consider the

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Remodeling or Building a New Drug Store?

Take advantage of our planning and Designing
Service

*Designers and Manufacturers
Drug Store Fixtures*

RAMSEY
Manufacturing Corporation
CHARLOTTE, NORTH CAROLINA



A product
of tomorrow...
HERE TODAY

GOODS ALL SOLD
Lilly
HERE WELL BOUGHT

Here is one of the most potent, effective, and complete antianemia preparations on the American market today. It is truly a product of tomorrow. In fact, 'Trinsicon' (Hematinic Concentrate with Intrinsic Factor, Lilly) is so powerful that only two pulvules daily produce a standard response. Build stocks now. Reap the harvest of new prescription business that is sure to follow the hard-hitting, nationwide Lilly sales-promotion program. Supplied in bottles of 60, 500, and 5,000 bulk. Send your orders to us.

WE ARE A *Lilly* DISTRIBUTOR
THE PEABODY DRUG COMPANY
Durham, North Carolina

THE DETAIL MAN

feasibility of furnishing enough for a token prescription of a hitherto unknown product to the pharmacist for his almost certain first call, it would certainly mitigate the fears of being overladen in inventory. Then, whether a product dies or moves along with the momentum of its need and value, the pharmacist is on his own in adding to his inventory.

It seems to me this initial sampling could be charged off by the manufacturer against the sampling he does to the physician. A good detail man should be able to create a demand for a product without deluging a physician with samples. With the vast improvements in the graphic arts in advertising production, it is possible to acquaint any intelligent person with almost any product by means of the object illustrated. Then, some of these samples could be diverted to the distributing point, the pharmacy, where all use would be utilized. I venture to say there are samples averaging a bushel in volume in almost every physician's office in the state, in probably doubtful useful addition as to preservation and care.

Most manufacturers' detail men are well equipped with data concerning the physicians they detail. Even so, the pharmacist can be a good mine of information to the detail man and augment his own prestige at the same time. The pharmacist does not need to be exceptional, although he is indeed, to be able to give the detail man a brief word picture of the doctors in his city or town. Most pharmacists know their physicians so well they can tell of their likes, hobbies, and attitude toward detail men in general. Some can even tell what a good doctor likes for breakfast.

I spent ten years in a pharmacy having the reputation of being the "take-off" man for the new pharmaceutical detailers. It still is. Many a first order is written in this pharmacy. District managers would make a point of bringing a cub to this pharmacy for a baptismal offering, even though the logic of time and place would make a pharmacy across the street more appropriate. We would give him useful information concerning all the phy-

sicians, enabling him to eliminate the blind groping incidental to treading on unknown ground. There are innumerable ways the pharmacist and detail man may help each other. Most of them may be summed up by saying, help them with courtesy, information, statistics, interest in them, and friendliness. All of you are equipped to do this. It pays off.

The career detail man plays no favorites. He does not trumpet for any one pharmacy over another. If he does so, it is at peril of dismissal by his company. At the same time there is no more naturally artful dissembler in all Christendom than he. At the mere mention of the name of a pharmacist he likes, no fear of dismissal, no shadow of hunger, nothing, can hide his expression of pleasure and agreement. By the same token, the mention of a name that holds connotations of displeasure for him, and his attempt to dissemble into neutrality reveals its failure which is not lost upon his audience. The pharmacist pays no blackmail to the detail man by maintaining good relations with him. But there are countless times the detail man builds up the friendly pharmacist's prestige in all the calls he makes.

I would leave you with these thoughts. Prescription volume has been increased by following certain principles and courses of action. The pharmacist himself detailing to the physician, and detailing his customers, the physician's patients; using the manufacturers' detail men; and striving always to keep pharmacy on a high professional plane, are vital factors in this increase. What these principles have done for others can be done for you, if you practice them.

To Face Federal Charges

H. L. Bizzell, a Charlotte pharmacist and operator of Bizzell Pharmacy, 3312 Tuckaseegee Road, and an employee of the firm, Elbert A. Moffitt, will appear in the U. S. Western District Court in April to answer charges they sold barbiturates without a doctor's prescription.

Action of the government was based on an investigation by the Food & Drug Administration.

WILLIAM RUSSELL McDONALD

W. R. (Bill) McDonald, Jr., Hickory pharmacist and past president of the N. C. Pharmaceutical Association, died January 7 in a Hickory hospital. He had been ill for 20 months.

Born May 10, 1901 in Union County, he got his first taste of pharmacy while working in a Waxhaw drug store. After graduating in pharmacy (1924) at Chapel Hill, he worked for a number of retail drug stores in the Western part of the state, finally locating in Hickory about 30 years ago.

It was here that he, Mr. W. S. Wolfe, Mr. Claude Suttlemyre and others built the Ninth Avenue Pharmacy into one of North Carolina's major prescription pharmacies.

Matching his professional progress, Mr. McDonald found time to participate actively in the business, civic, fraternal and religious life of Hickory and Catawba County.

Recognized as a born "leader," Mr. McDonald was a strong supporter of the NCPA, actively participating in most of its major conventions, programs and events over the past twenty years. His selection and election to the presidency of the State Association followed in 1950.

Mr. McDonald ("Bill" to many of us who had the privilege of working with him) was an understanding pharmacist, one who was ever-ready to assist when assistance was needed.

His kindly, generous nature endeared him to his friends and associates. His willingness to work for the common cause will not soon be forgotten.

He is survived by his wife, the former Miss Lucille Wells; one son, William R. McDonald, III, a senior student at the UNC School of Pharmacy; and three sisters.

Funeral services in Hickory were attended by several hundred persons, including representatives of Phi Delta Chi, Chapel Hill, of which he was a charter member. The NCPA was represented by NCPA president W. B. Gurley and Secretary W. J. Smith; the School of Pharmacy by W. A. Ward of Swannanoa.

JOHN A. GOODE

John A. Goode, Asheville pharmacist, died January 21 in an Asheville hospital. He had been in semi-retirement for several years.

Born in Marion on August 21, 1888, Mr. Goode's early pharmacy experience was identified with various Raleigh drug stores. Following registration as a pharmacist in 1909, he worked for two years in Raleigh, one year in Durham, then to Asheville with the Dr. T. C. Smith Company for two years.

After a year as representative for Lehigh & Fink, Mr. Goode established the Haden Goode Drug Store in Asheville. Later the interest of his partner was bought by Mr. Goode, the name changed to Goode's Drug Store, and thus it remained until the business was sold to Eckerd's in 1952.

Mr. Goode held many responsible positions in Asheville over a 30 year period. He was president of the NCPA in 1922 and of the National Association of Retail Druggists during the 1932-33 term.

Surviving, in addition to his wife, are three daughters, Mrs. Arthur Northen; two sisters, a brother and two grandchildren.

HENRY M. COOKE

Henry Maddrey Cooke, 78, retired pharmacist of Spencer, died January 16 following a period of declining health.

A native of Murfreesboro, Mr. Cooke operated a drug store in Spencer from 1915 to 1952, when he retired.

GEORGE W. MONTAGUE

George W. Montague, Durham pharmacist, died January 8 following several years of ill health.

Licensed as a pharmacist following completion of a pharmacy course at the Practical Druggists' Institute of New York, Mr. Montague worked for various firms until 1915 when he purchased the Dixie Drug Company of Durham. He operated this business as Montague's Pharmacy until his retirement in 1951.

J. A. MITCHENER

J. A. Mitchener, Edenton pharmacist, died January 21 following a period of declining health. At the time of his death, Mr. Mitchener was a patient of the Cabarrus Memorial Hospital, Concord, where a son, James W. Mitchener, is chief pharmacist.

Mr. Mitchener was licensed as a pharmacist in 1897. Mitchener's Pharmacy, which was established in Edenton many years ago, remains under the active management of another son, J. A. Mitchener, Jr.

Funeral and burial services were conducted in Edenton on January 23.

Weddings

Of special interest to Pharmacy in North Carolina is the wedding February 1st in Washington, D. C. of Miss Millicent McCendry of Rowayton, Connecticut and Albert V. Jowdy, Jr. of New Bern.

Mrs. Jowdy was for several years secretary to the dean of the School of Pharmacy

at the University of North Carolina. She had more recently been associated with Cherrylawn School in Conn.

Mr. Jowdy is a graduate of UNC School of Pharmacy, and completed his work toward his Ph.D. degree before becoming associated with Tony's Drug Store of New Bern.

Births

Mr. and Mrs. Willis Shaw of Mount Olive announce the birth of a daughter, Nancy Catherine, on January 4 in the Wayne Memorial Hospital, Goldsboro.

* * * *

Samuel Howard Price, III, of Mooresville, son of Pharmacist and Mrs. S. H. Price, Jr., was born January 7.

* * * *

James William, son of Pharmacist and Mrs. James P. Greene of Rutherfordton, born January 4.



LANCE STANDS OUT

IN QUALITY
IN PROFIT
IN CONSUMER
SATISFACTION



DOINGS

OF THE AUXILIARIES REPORTERS

- Charlotte—Mrs. James A. Wolfe
- Wilmington—Mrs. A. J. Simeone
- Greensboro—Mrs. P. A. Hayes
- High Point—Mrs. J. Louis Cobb
- Raleigh—Mrs. J. B. Vinson
- Winston-Salem—Mrs. Ray N. Tesh

Raleigh

The January meeting of the Raleigh Woman's Drug Club was held at the woman's Club, Thursday night, January 5th, with twenty-six members and three visitors present. Also welcomed as new members were Mrs. Rupert Cox, Mrs. K. V. Lyon, and Mrs. Thomas C. Bristol.

The meeting was called to order and presided over by the president, Mrs. Grady Britt. Reports from various committees were heard.

Mrs. R. L. Brown, chairman of the entertainment committee, reported a very successful Christmas party was held at the Tar Heel Club on December 10.

Mrs. Graham Gregory reported that \$52 was cleared on the December bake sale. Plans for another such sale were formulated.

At the conclusion of the business session, refreshments were served by the hostesses. Bridge and canasta were then enjoyed, with high scores going to Mrs. M. B. Melvin and Mrs. Joe Gillispie.

Charlotte

Dr. Lee F. Tuttle, minister of the First Methodist Church in Charlotte, was the speaker at the January 10th luncheon of the Charlotte Druggist Auxiliary. Dr. Tuttle was introduced by Mrs. Leslie E. Barnhardt. He spoke to us in a most delightful and informative manner of his recent trip to the Holy Land, showing us several interesting mementos from his trip—a mite coined in 79 B. C., thorns from a bush such as were used in Jesus' crown, water from the River Jordan, ancient lamps, and other unique souvenirs.

Mrs. G. B. Cheek, president, presided, and introduced the following new members: Mrs. John Balas and Mrs. George R. Graham. Guests present were Mesdames Lee F. Tuttle and J. R. Rainey. Door prizes were won by Mrs. Tuttle, Mrs. Robert Biberstein, and Mrs. M. J. Dean.

A very appropriate devotional for the New Year was given by Mrs. P. W. Kendall. Decorations were in charge of Mrs. Clyde Lisk, Jr. Our social chairman, Mrs. Claude Norman, announced that due to several other organizations in Charlotte having affairs on February 22nd, that the annual benefit bridge party would be changed to Wednesday, March 21st, 1:30 p.m., at the Veterans Center on East Morehead Street. Tickets will go on sale immediately at \$1.50 each, and we are hoping for an even larger crowd than last year.

Greensboro

The Greensboro Drug Auxiliary met Tuesday, January 31st for a luncheon meeting at the Mayfair Cafeteria. There were three guests present.

Mrs. J. Lee Jones introduced Mrs. B. W. Farthing, health educator for the Greensboro Heart Association, and Dr. Arthur Freedman, board member and chairman of the medical committee of the association. Dr. Freedman spoke on heart disease.

Mrs. W. E. Davis, president, introduced E. D. Broadhurst, Jr. member of the war memorial commission, who urged the members to vote in the March 5th bond issue election.

The auxiliary of the Doctors' wives invited our drug auxiliary to meet with them in February.

Pharmacy Wives

An illustrated talk on "Experiences in Formosa" by Mrs. James C. Andrews was the program highlight of the January 1 meeting of the "Pharmacy Wives" at Chapel Hill.

Mrs. Andrews, the wife of a staff member of the UNC Medical School, spent most of 1955 in Formosa, where her husband was consultant in the reorganization of the Island's medical and pharmacy schools.

Winston-Salem

Mrs. M. V. Williams was hostess to the Apothecary Club at her home, 2023 Elizabeth Avenue, on Thursday evening, January 5. Serving with her as hostesses were Mesdames J. P. Andrews, J. H. Hall, C. H. Knight, Ruth Ridenhour and Louis Ferguson.

The president, Mrs. Bruce Woosley presided and appointed Mrs. Leslie Myers chairman of the nominating committee. Mrs. J. W. Edwards and Mrs. J. S. Holland were welcomed as new members.

Following the business session, Mrs. Charlie Davis introduced Gloria Rupprecht, a high school student, who entertained with pantomimes.

Start Convention Planning

Officers of the Woman's Auxiliary of the NCPA, chairman of standing committees and representatives of The Raleigh Auxiliary met in Chapel Hill on January 25 for a convention planning session and to discuss routine business matters.

The convention will be held in Raleigh, May 8-9-10.

STOP AND CONSIDER

Your inventory value constantly is increasing but your insurance coverage remains the same—Therefore,

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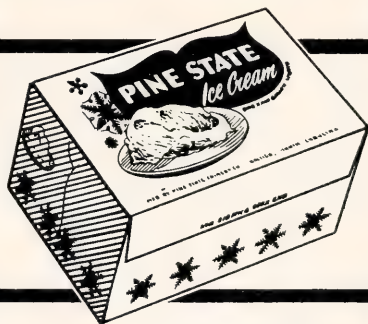
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**FOR FOUNTAIN
SERVICE
and
FOR TAKE HOME
SALES**

RALEIGH, NORTH CAROLINA

HOWELL HALL HAPPENINGS

The new catalogue of the School of Pharmacy is now available. A 20% reduction in all state printing budgets has forced a new policy in the distribution of this catalogue. For many years the catalogue has been sent to every pharmacy in the state. This policy cannot be continued but a copy can be sent to each pharmacy requesting one. A postcard request is sufficient, and it should be directed to the School of Pharmacy, Drawer 629, Chapel Hill, N. C.

At the funeral of William R. McDonald, Jr., the School of Pharmacy was represented by his classmate, Mr. W. A. Ward of Swannanoa, and the North Carolina Pharmaceutical Research Foundation was represented by a fellow director, Mr. P. J. Suttlemyre of Hickory.

Contributions to the memory of two deceased pharmacists, Mr. John A. Mitchener, Sr. of Edenton and Mr. George W. Montague of Durham were received by the North Carolina Research Foundation. For these contributions of permanent value acknowledgments were sent both to the donors and to the families of the deceased.

There is a steady activity in the visits of prospective students for the School of Pharmacy for personal interviews and for the college aptitude examinations. The greatest number on one day occurred on January 7 when 9 prospective students appeared for this part in the admission procedure.

Mr. Ben F. Cooper, lecturer on pharmacy, was installed as a deacon in the Baptist Church of Chapel Hill on January 8.

Mr. Donald Chapman, second year student from Winston-Salem, has been selected as one of the group of students named as lay readers in the Episcopal Church.

A program of the meeting of the Student Branches of the N.C.P.A. and A.Ph.A. on January 10 was presented by 9 members of the Kappa Psi Fraternity. The program consisted of an effective presentation of a working day in a retail pharmacy to illus-

trate the opportunities of a variety of careers in pharmacy.

A Scotsman Ice Machine has been installed in the School of Pharmacy to meet the need for cracked ice in undergraduate and graduate laboratory sections.

Eighty pharmacy students and wives of the third and fourth year classes visited the plants of Parke, Davis & Company and the Upjohn Company on the annual Industrial Trip—February 4 to 10. Mr. and Mrs. Ben F. Cooper served as chaperones.

The J. F. Andrews Memorial Display Case in the pharmacy library featured prescription balances and weights showing their historical evolution and featuring their modern counterparts.

Pharmacy Students Visit Parke, Davis & Company

A group of approximately 80 students from the University of North Carolina School of Pharmacy, Chapel Hill, visited Parke, Davis & Company, Detroit, February 6 and 7.

The visitors learned Parke-Davis, now 89 years old, makes a full line of pharmaceutical products and has been responsible for many historic drug discoveries, including Adrenalin and Chloromycetin. Among many other outstanding Parke-Davis developments have been Dilantin and Milontin for epilepsy, Promin and Promizole for leprosy, Benadryl for hay fever and other allergic conditions, Camoquin for malaria and Kutrol for ulcers.

The visitors inspected the firm's 54-year-old research building—the first to be erected in America by any commercial institution solely for scientific research. The company's research activities now extend into all important fields of medicine and pharmacy.

Parke, Davis & Company has its general offices and laboratories in Detroit, with plants, branch offices or warehouses in 32 U. S. and Canadian cities; 24 overseas branches and plants, and others under construction; and more than 70 distributors elsewhere abroad.

Grover Creech Elected President of Johnston County Drug Club

The state's latest drug club—The Johnston County Drug Club—was formally organized on February 1 at a dinner meeting in Selma.

Grover Creech of Selma was selected to lead the newly organized club for the coming year. Serving with him will be B. P. Woodard of Princeton, vice president, and James L. Creech of Smithfield, secretary-treasurer.

M. S. Canaday of Four Oaks was selected chairman of a committee to draw up a constitution and by-laws for the club.

Prior to formation of the club, NCPA Secretary Smith of Chapel Hill discussed various methods used in the past for establishing similar organizations, and outlined suggested program to follow.

Most of the drug stores of the county were represented at the meeting. The Creeches of Selma—Bill, Joe and Grover—picked up the dinner tab, which covered an excellent and well-served meal.

Next meeting of the club will be held in Smithfield during March with the Smithfield pharmacists acting as hosts to the club.

Winston-Salem

New federal social security legislation, civil defense and the Red Cross were topics of speeches given at a recent meeting of the Winston-Salem Drug Club, held in the Baptist Hospital cafeteria.

Dr. J. P. Davis of the Baptist Hospital staff spoke to the pharmacists on new social security laws passed by Congress. Ernest Abil pointed out pharmacists are to a great extent responsible for the first step in civil defense: preparing families for emergencies. A Red Cross spokesman closed the program by explaining some of the first aid educational opportunities offered by the Red Cross.

The speakers were introduced by Charlie Davis, president of the club. Next meeting: January 27.

Durham-Orange

Details of a shopping survey on "suggested selling" by F. C. Hammerness and

the NWDA movie, "Do You Fill Prescriptions Here?" made up the January 25 program of The Durham-Orange Drug Club.

An immediate project of the Club will be to press for appointment of a pharmacist on the Durham County Board of Health.

Also, continued effort is being made to set up the uniform prescription blank program, as now functioning in Charlotte, Asheville, Greensboro and other areas.

Henderson

Zack Lyon, sales manager of The Peabody Drug Company, Durham, presented NWDA's prescription program, "Do You Fill Prescriptions Here?" at a meeting of the Henderson Drug Club on January 31.

The meeting, held in Henderson, was attended by about 25 pharmacists and guests, including four pharmacists from Oxford.

Wayne County

The Wayne County Drug Club, meeting in Goldsboro on January 26, heard a talk on "prescription pricing" by NCPA Secretary Smith of Chapel Hill. The talk followed a film, "Do You Fill Prescriptions Here?"

In the future the Club will meet monthly for one-hour luncheon business sessions. Herbert Taylor presided.

Candidate for Office

Lloyd M. Senter, Senter's Drug Store, Carrboro, will be a candidate for the office of District Governor of the new Middle Carolina Lions District 31-G at the Lions State Convention in June.

Mr. Senter has headed his local club twice and as secretary for four terms. He has played a leading part in the development of Carrboro over the past ten years.

Meet in Institute

Directors of the State Heart Association met in the Institute of Pharmacy on January 18; Directors of the N. C. League of Women Voters used the building on February 7-8.

LIGHT STUFF

Loan of Dime

A Tar Heel Pharmacist, so the story goes, was doing the New York night clubs along with a friend.

At one place, to settle a friendly argument as to who should pick up the tab, the two night clubbers agreed to toss a coin.

Neither having a coin (remember it takes folding money in those expensive restaurants), a dime was borrowed from a waiter.

The argument having been settled, the pharmacist was surprised to see the first item on the check: "Loan of dime . . 15 cents."

New Model

The doctor was having a polite argument with the patient over the amount of the bill.

"You must remember," said the MD, "you were in pretty bad shape and I fixed you up. You wouldn't question an auto mechanic who got your car running again, would you?"

"That has nothing to do with this case," insisted the patient. "If I had a car that was in the condition I was in, I'd trade it for a new one."

The Wise Woman

Once upon a time there was a pharmacist who had devoted many months of mental-toil to the problem of a super-super antibiotic.

He had but to find the answer to one question and wealth and fame would be his.

"Why don't you go to the Wise Woman of Halifax?" a friend asked the pharmacist. "She knows everything and surely she will answer your question."

So over hill and dale went our pharmacist, arriving finally at the abode of the Wise Woman. Granted an interview, she said:

"I can receive you today, since my husband is away on the chase . . one question you may ask, one only."

Not only was the Wise Woman wise, but exceedingly beautiful. And she had a saucy look in her eyes. So the question was put.

"Tell me," said the pharmacist, "when will your husband return?"

Accident

A Tar Heel truck driver, filling in an accident-report blank, wrote: "I was backing out of the rear entrance of Blank's Drug Store, and by the time I backed out far enough to see what was coming, it already had."

Mr. Fugit

Customer enters drug store to purchase a fountain pen (the one on fair trade, naturally).

A young lady handed him the pen, and, to try the nib, customer wrote "Tempus Fugit" several times on a sheet of paper.

After a minute or two, the young lady, to be as helpful as possible, handed the customer another pen, saying: "Would you care to try this one, Mr. Fugit?"



THE WORLD'S FINEST SALTED NUTS
Fresh From Our

Double Kay
NUT SHOP
DEPARTMENT ® **KK**

The leading drug store owners in your state will tell you the Double Kay Nut Shop is producing more sales and profits than any item in the drug store occupying similar space.

IF—you have a clean, first-class drug store, let us reserve a Nut Shop for you.

THE KELLING NUT CO., 2800 W. Belmont Ave.

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BALANCED **or** **TILTED?**

... with around 6,000 items in your store (average investment \$3.31 per item) and less than 7 units of each item — you need the right quantities to meet customer demand — too much invested in any item means lost sales on other items.

Be Balanced • Buy Wholesaler

OWENS, MINOR & BODEKER, INC.

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VACATION NEED HEADQUARTERS

FOR

1956

**"WHEREVER THEY GO
THERE'S BIG BUSINESS IN
VACATION NEEDS"**

THERMOS BOTTLES

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The W. H. King Drug Company

"The House of Friendly and Dependable Service"

Raleigh, North Carolina

The Carolina **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.

S. D.
BALCONY



Calvin Floyd of Roanoke Rapids holds Shopping Survey Merchandise which he won at Sales Training School. Details of survey on page 101.

CH, 1956

XXVII Number 3

IN THIS ISSUE


- **How's Your Sales Appeal?**
- **UNC Pharmacy Graduate Sketches**
 - **90 Students Attend Sales School**
 - **New Problems Arising from an Aging Population**

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physicians specify gelseals

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Especially valuable following surgery, severe burns, infectious hepatitis, malnutrition, and chronic debilitating diseases.



each gelseal provides:

Thiamin Chloride	15 mg.
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Pantothenic Acid (as Calcium Pantothenate)	20 mg.
Nicotinamide	150 mg.
Vitamin B ₁₂ (Activity Equivalent)	10 mcg.
Folic Acid	0.33 mg.
Ascorbic Acid	150 mg.
Distilled Tocopherols, Natural Type	25 mg.
Vitamin A Synthetic	25,000 U.S.P. or International units
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A bulk-producing plantago derivative with thiamine which stimulates peristalsis physiologically, SIBLIN promotes the formation of stools of normal consistency for easy passage.

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and pernicious anemias**

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Justice Drug Company salutes Robert F. Whiteley who is beginning his tenth year as sales representative April 1st, 1956, now re-

presenting Justice Drug Company in the Burlington, Elkin, Gibsonville, Graham, Guilford College, North Wilkesboro, Wilkesboro, Winston-Salem and Yadkinville areas.

TRY YOUR DRUG WHOLESALER FIRST



JUSTICE DRUG COMPANY

Greensboro, N. C.

DEPENDABLE SERVICE SINCE 1898

The Carolina JOURNAL OF PHARMACY

MARCH, 1956

VOL. XXXVII No. 3

★

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Complaining Customers

A seldom discussed but highly important subject—"How to Answer Customer Complaints"—was taken up at the recent sales training school, held in Chapel Hill under sponsorship of the North Carolina Pharmaceutical Association.

H. C. Rice, Assistant Manager of Liggett's Drug Store, Charlotte, said: "The important thing to remember in the settlement of any complaint is that the customer must be satisfied. The cost of making a new customer is estimated at anywhere from \$20 to \$35. If a customer can be made happy and retained for a fraction of this amount, I feel it is the only thing to do."

After outlining the results of a survey on the subject which he had conducted in Charlotte and discussing a number of incidents of "returned merchandise" with which he was familiar, Mr. Rice continued: "I firmly believe that the personnel of a store have an obligation to their employer and to themselves to see that every complaint is handled diplomatically and effectively. A complaint properly handled will almost invariably retain a customer's goodwill and patronage. In many cases efficient handling of complaints can and will actually increase the respect and appreciation of the customer for your pharmacy."

Whether the complaint is legitimate or fancied, it is important that an acceptable settlement be made. Future returns in sales and goodwill will more than offset any temporary loss that might be experienced. It is well to remember complaining customers want sympathy and understanding, not an argument.

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• At a VFW-sponsored March of Dimes dance in Gastonia, Steve Pappas (Akers Center Pharmacy) won the top prize—a black and white pony. Now, says Steve, customers of the pharmacy want their merchandise delivered by “pony express.”

• Clyde J. Duvall of Brevard has accepted a position with the Carolina Pharmacy, Franklin. He replaces G. B. Woodward, who moved to Bryson City to accept the position at Conley's Drug Store vacated by Harry Mauney.

• While vacationing in Florida, Asheville's Moss Salley, Jr. put in several weeks of work for Smith's Drug in Fort Lauderdale, a firm with which he has been associated in the past.

• UNC's Dr. Totten and his Pharmacognosy Class were featured on WUNC-TV, Monday, February 27. Pharmacy students appearing on the program: Becky Manos of Fayetteville, Bill Bailey of High Point, Bill Houser of Cherryville, Duke James of Mocksville and Bill Marsh of Marshville.

• Eddie Woolard, operator of two Henderson drug stores, has weekly sessions with all his employees. They discuss methods for increasing the store's services to the public, which, incidentally, result in greater sales, more PM's for the employees and general happiness all around.

• Newly incorporated: Lowder Drug Company, Burlington. The incorporators are M. W. Lowder and Ann H. Lowder, both of Burlington, and Forrest C. Hall, Graham.

• Congratulations to Zack Lyon for heading an exceedingly successful “March of Dimes” campaign in Durham.

• Ritchie Russell has opened his own pharmacy in Winston-Salem: The Gordon Manor Pharmacy, 4001 West First Street.

• Newly returned to the state, William A. (Bill) Morton, as part owner and manager of Wilmington's Service Drug Company 802 Market Street.

• W. T. Andrews has sold Dailey's Drug Store, Reidsville, to William E. Davis formerly associated with the Greene Street Drug Company, Greensboro.

• Two of the leaders in a recent drive in Lumberton to raise a million dollars for prospective college were Mr. and Mrs. J. C. Jackson, both well known in pharmaceutical circles. Having spent nearly ten years in trying to raise \$100,000, we can appreciate what they were up against in seeking a million dollars in one week.

• A well known inhaler was made better known here in North Carolina when it appeared (in *Drug Topics*) along with a first-rate picture of George Edmonds of Greensboro. George and his brother, Marion, operate Edmonds Summit Center Drug Store, one of the top retail stores in the state.

• Dean Henry M. Burlage of the College of Pharmacy, University of Texas, is interested in the pharmacy tie sold by the NCPA. Details are on their way to Henry.

• A hospital version of Jim Mitchener's “labeling” article, which appeared in the February issue of THE CAROLINA JOURNAL OF PHARMACY, will be presented by the author in Detroit on April 10. The occasion: meeting of the American Society of Hospital Pharmacists.

CECIL THE MAGICIAN

Druggist—Traveler—Ventriloquist

Magician—Hypnotist—Prestidigitator

Entertainment for schools, churches, clubs, banquets and lodges. Write, wire or phone for open date.

A. Coke Cecil

High Point, North Carolina



V. A. Shore, Jr. (right), Durham pharmacist, receives \$50 from NCPA President W. B. Gurley for making top score (100 on five examinations) of all registrants who attended the NCPA Sales Training School, held in Chapel Hill, Feb. 14-16.

Ninety "Students" Attend NCPA Sales Training School

As a result of the sales training school for drug store personnel, held in Chapel Hill, February 14-16, under sponsorship of the NCPA, a number of participating drug stores have already shown significant gains in sales.

Ninety persons registered for the 3-day school. All sections of the state were represented, running from Manteo, Jacksonville and Shallotte to Asheville.

A new phase introduced for the first time—10 minute quizzes following each major subject—proved to be successful. The registrants did well on the examinations, much better than expected.

Cash prizes contributed by the wholesale druggists of the state (see tabulation below) were expected to be awarded to one or two persons making perfect grades on each exam. As it turned out, 115 perfect grades were rung up on five examinations.

One registrant, V. A. Shore, Jr. of Durham, turned in perfect papers on all five exams, and, as an award, received \$50 in cash from the cooperating wholesalers listed below.

All business sessions of the school were held in the Institute of Pharmacy, with NCPA President W. B. Gurley, presiding.

(Continued on Page 93)



SALES SCHOOL

A number of entertainment events, including the exciting Wake Forest-Carolina basketball game, were attended by the registrants while they were in Chapel Hill.

At the first session, Rease Inge, Regional Manager of E. R. Squibb and Sons, told the registrants: "I like self-service. The only thing I like better is an intelligent salesperson. And I like that a lot better."

J. Emmett Terrell, Eastern Sales Manager of Mead Johnson and Company, outlined

Top: Some of the speakers appearing on the program of the sales training school are pictured left to right, W. B. Gurley, Robert McMillin, Rease Inge, L. W. Millican, F. C. Hammerness and J. Emmett Terrell.

Center: Four of the in-state speakers are shown, left to right, Sam W. McFalls, Jesse M. Pike, Bill Burbage and Banks D. Kerr.

Bottom: Mrs. Carol Eidam of Asheville observes presentation of sales training school attendance certificate to Jule Day Burrus of Manteo by NCPA President W. B. Gurley.

the opportunities open in establishing a baby department, and, demonstrated step by step how to build such a department with minimum expense and effort.

Results of a shopping survey (page 101) conducted by F. C. Hammerness of the UNC School of Pharmacy and an illustrated presentation—Window and Interior Display—completed the first session.

Speakers and subjects making up the second session follows: F. C. Hammerness, The ABC's of Fair Trade; James R. Casteel, How to Get the Greeting Card Business; L. W. Millican, Sales Grow Where Sales People Know; Jesse M. Pike, How to Put the Sizzle into Selling; Rowe B. Campbell, Creating Plus Sales Through Service; and two illustrated subjects, "How to Establish an Animal Health Department" and "There's Profit in the Numbers Game (Rx Accessories)."

Following a mid-day luncheon in The Institute, the third session got under way on February 15 at 2 P.M. Speakers and subjects follow:

H. C. Rice, How to Answer Customer

PUT R_x "PLUS 4" TO WORK NOW

Are you using one or more of the PLUS 4 methods of building your prescription department as pictured in our "Do You Fill Prescriptions Here?" program?

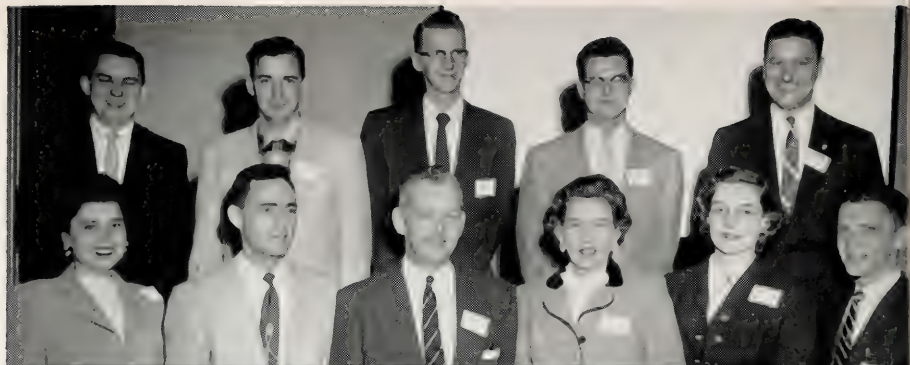
If you use just *one* of the ideas, you will be well repaid. But you can adapt *many* of them to your own operations and get your PLUS 4 more prescriptions a day. And PLUS 4 more prescriptions a day adds up to \$1481.00 extra net profit in one year.

Dr. T. C. Smith Company

Wholesale Druggists

Asheville, N. C.

*Dedicated to the Advancement of the Profession of Pharmacy
Since 1869*



SALES SCHOOL

Complaints; W. D. Welch, Jr., Sweet Profits; Robert McMillin, How to Establish a Profitable Camera Department; W. H. Burbage, How to Eliminate 00's (Out of Stocks); and Banks D. Kerr, Service or Self-Service?

The fourth and final session, which was concluded shortly after 12 noon on February 16 with presentation of "attendance certificates" to all registrants by President Gurley, saw the following speakers discuss the indicated subjects:

R. C. Eustice, Jr. and Tom Tucker of Johnson & Johnson, Sell as Customers Like It; Sam W. McFalls, What I, as an Employer, Expect of my Employees; George Stevenson of the Upjohn Company, How to Put "Vim" into Vitamin Selling; and an illustrated program, Departmentalization.

The registrants left Chapel Hill with a detailed notebook provided by the NCPA, pamphlets and illustrated material passed out by cooperating manufacturers, a number of prizes made available by Bauer & Black, Johnson & Johnson, Hollingsworth Candy Company and Argus Camera Company.

Grover Creech of Selma won the top prize—a \$44.50 camera set donated by Argus. All merchandise purchased during the shopping survey (see cover page) was put up as a prize and won by Calvin Floyd of Roanoke Rapids.

Out-of-state speakers appearing on the program received 5-pound bags of peanuts, grown in Bertie County and presented by Bertie's first citizen—W. B. Gurley.

To extend the effectiveness of the school, some of the papers used as text material for the sales program will later be published in THE CAROLINA JOURNAL OF PHARMACY, either completely or in part.

Present indications are that a similar-type school will be sponsored by the NCPA in 1957, a number of requests having already come in along this line. Plans now concentrate on the NCPA Convention in Raleigh (May 8-9-10) and a probable "Management School" for drug store owners-managers this fall.

Results of Examinations

1. Let's Build a Baby Department. Examination by J. Emmett Terrell and John Crowell of Mead Johnson & Company. 10 perfect papers. Cash prizes donated by Peabody Drug Company, Durham.
2. Sales Grow Where Sales People Know. Examination by L. W. Millican and W. F. Elmore of Bauer & Black. 9 perfect papers. Cash prizes donated by W. H. King Drug Company, Raleigh.
3. How to Establish a Profitable Photographic Department. Examination by Robert McMillin of Argus Camera Company. 25 perfect papers. Cash prizes donated by Justice Drug Company, Greensboro, and Robert R. Bellamy & Son, Wilmington.
4. Sell as Customers Like It. Examination by R. C. Eustice, Jr. and Tom Tucker of Johnson & Johnson. 39 perfect papers. Cash prizes donated by Burwell & Dunn, Charlotte.
5. How to Put "Vim" into Vitamin Selling. Examination by George Stevenson of The Upjohn Company. 32 perfect papers. Cash prizes donated by Scott Drug Company, Charlotte.

Top Prize Winner

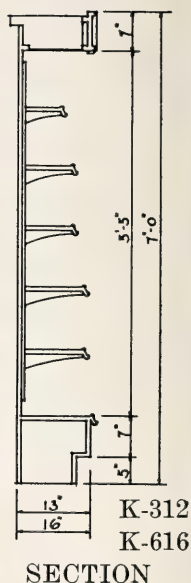
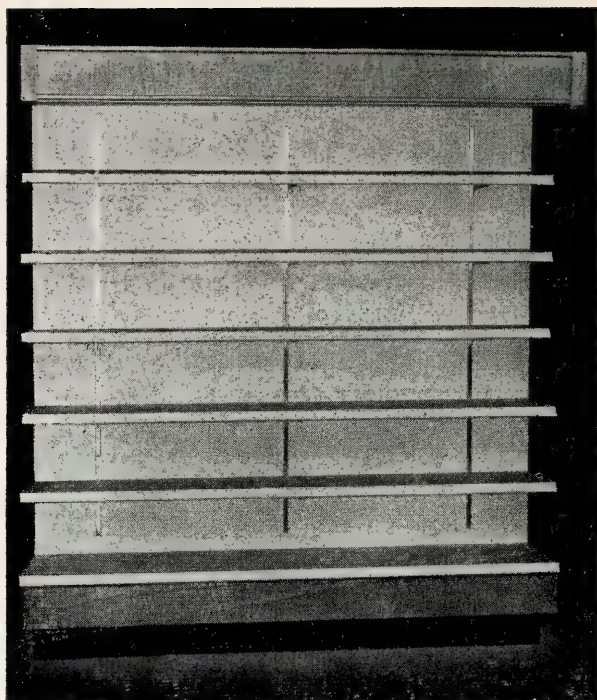
V. A. Shore, Jr. Durham (100 on five different examinations). \$50 cash prize donated by wholesale druggists listed above.

Good Students

Some, but not all, of the registrants making perfect grades on the various examinations are shown on the opposite page.

"I would like to assure you of how pleased we were with your very fine sales training school. I have attended several schools similar to yours, but have never encountered one which was so thoroughly organized and was so well received."

Robert McMillin
Argus Cameras, Inc.
Ann Arbor, Michigan



CONTINUOUS SELF-SERVICE OPEN DISPLAY WALL CASES

Our continuous style self-service open display wall fixtures are available in 13" and 16" depths. The five shelves are adjustable and fitted with a price tag moulding that becomes a part of the shelf itself. The shelves recede from the base, accomplished by using narrower shelves near the top.

The vertically grained hardwood apron and cornice set off the lacquer colored interior shelves. The base is recessed and black enamel finished. The cornice may be extruded and fitted with fluorescent lights. Lettered glass panels may be inserted into the cornice, or wood letters mounted on top, to identify departments.

The shelves in these continuous wall fixtures may be made interchangeable with the shelves on our Gondolas for maximum efficiency. Shelves may be equipped with glass bins to suit individual requirements.

Send for our complete catalog or free engineering service.

GRANT E. KEY, INC.

Manufacturers — Distributors

LYNCHBURG

VIRGINIA

Announcing

The 76th Annual Convention of the North Carolina Pharmaceutical Association and its affiliated auxiliaries, The Woman's Auxiliary and The Traveling Men's Auxiliary of the NCPA.

Tuesday, Wednesday & Thursday, May 8-9-10

Sir Walter Hotel, Raleigh

Local Secretaries in charge of arrangements

Mrs. Homer Starling—for The Woman's Auxiliary

Robert I (Bob) Cromley—for the NCPA

Stephen T. Forrest—for The Traveling Men's Auxiliary

Feature of the Convention: First showing of the complete group of original oil paintings in the series, "A History of Pharmacy in Pictures." Sponsored by Parke, Davis & Company. (These paintings are valued at one million dollars.)

Tuesday night, May 8: "President's Reception"

Wednesday night, May 9: Floor show and dance sponsored by The W. H. King Drug Company

Thursday night, May 10: Floor show and dance sponsored by The Traveling Men's Auxiliary of the NCPA

Well-informed speakers at the NCPA Business Sessions; a professional seminar and a commercial clinic.

Parties and prizes for the ladies. 350 members of The Woman's Auxiliary and visitors are expected.

Special Events—

NCPA Past-Presidents' Breakfast

Golden Anniversary Dinner

Mystery Box Sale (at registration desk)

Reservations. Application cards mailed in late February. If you plan to attend the convention and have not reserved your room, we suggest you do this immediately. Room reservation forms available from W. J. Smith, Box 51, Chapel Hill, N. C.

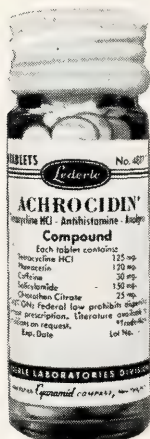
FOR
PREVENTING AND
TREATING SEQUELAE
OF THE
COMMON COLD



new!

Achrocidin*

TETRACYCLINE-ANTIHISTAMINE-ANALGESIC COMPOUND



ACHROCIDIN is a well-balanced, comprehensive formula specially designed for the prevention and treatment of those conditions frequently associated with ordinary colds: otitis, adenitis, sinusitis, and others.

ACHROCIDIN promptly controls a great many of those bacteria which may be present, and provides a potent prophylaxis at a time when the patient is highly susceptible to further infections. It relieves pain and discomfort, depresses fever, and alleviates nasal congestion. It is more convenient for the physician to prescribe; simpler for the patient to take.

Available on prescription only

Average adult daily dose: 2 tablets, 4 times daily.

Each tablet contains:

ACHROMYCIN® Tetracycline.....	125 mg.
Phenacetin.....	120 mg.
Caffeine.....	30 mg.
Salicylamide.....	150 mg.
Chlorothen Citrate.....	25 mg.

Bottle of 24 tablets.

WATCH THIS ONE MOVE! ACHROCIDIN offers in one tablet the kinds of drugs many doctors prescribe separately for cold complications. Strong detailing and promotion should quickly make it one of your best-selling items. Stock now—profit now!

LEDERLE LABORATORIES DIVISION AMERICAN CYANAMID COMPANY PEARL RIVER, NEW YORK

*TRADE-MARK



Segars Joins Lilly as MSR

Western North Carolina is the territory of James H. Segars in his first assignment as a representative of Eli Lilly and Company. His employment for the Hickory headquarters is announced by C. R. Sublett, manager of the Charlotte District.

A native of South Carolina, Segars attended Bishopville High School. Entering the United States Navy in 1943, he served in the Pacific aboard the carrier U.S.S. *Hancock* until the end of World War II.

In 1954, Segars received a Bachelor of Science degree from the University of South Carolina and became registered as a pharmacist in North and South Carolina. He has had retail drug experience with Smith-Ouzts Drug, Spartanburg, South Carolina, and, most recently, with the Park Place Pharmacy, Charlotte, North Carolina.

Segars is a member of the Mecklenburg Pharmaceutical Association, Charlotte.

In Hickory, he succeeds T. W. Greenland, Jr., who recently retired.

Northeastern

A talk by John T. Stevenson of Elizabeth City and screening of the film, "Do You Fill Rx's Here?" made up the February 8 program of the Northeastern Carolina Drug Club.

Held in Greenville, the program was arranged by Jarvis Alligood.

Next meeting of the Northeastern will be held in Kinston.

Alamance

Alamance County Hospital's proposed expansion program was discussed by Dr. Bain L. Heffner at the February 7 meeting of the Alamance County Pharmaceutical Society in Burlington.

Winston-Salem

The NWDA film, "Do you Fill Prescriptions Here?" was shown at the February 17 meeting of the Winston-Salem Drug Club.

Tentative plans for the forthcoming party honoring MD's of Forsyth County were discussed.

The program was arranged by James M. Darlington of the O'Hanlon-Watson Drug Company.

For seventy-one years

- - - since 1885

SEEMAN OF DURHAM

Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-seventh volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA



*There isn't anything
better or faster
for headache relief*

Every week, 52 weeks each year, people in the United States are now buying more than a million and a half packages of "BC" Headache Tablets and Powders.

B. C. Remedy Co. DURHAM, NORTH CAROLINA

How's Your Sales Appeal?*

There are many phases of sales training and it would be unreasonable to think that the subject could be adequately covered in these few hours that you are in Chapel Hill. The next best thing is to give consideration to that area in which sales people need the most help and at the same time offer methods to increase their sales. Each sales person should sell enough merchandise to pay his or her own salary costs. If a sales person is getting a salary of \$50 a week, he should be selling \$250 a week in merchandise, to break even in salary costs. It is needless to mention that good sales help will do more than this bare minimum. Such a schedule as used for the example given could be used in determining whether or not a salary raise should be forthcoming. Let's consider the case where a sales person averages \$200 a week in sales. From this information alone, it is quite obvious that this person is not meeting the minimum sales quota. Therefore, a salary raise is out of the question.

The fact that a sales person is not earning his salary is not necessarily his fault, but in some instances is the fault of the employer, because he has failed to train that employee.

You are here because your employer realizes the value of sales training programs. As the time is not adequate to give full consideration to selling, a shopping survey was conducted to determine what short comings are the most obvious and therefore worthy of special consideration.

Twenty-four drug stores in an industrial North Carolina city were included in this survey. Every type of drug store, from the purely professional to the large chain store operation, was represented.

Before actually starting the shopping, we prepared a questionnaire. This was important for two reasons: first, it prepared the shopper for the information which he was to seek and note; and second, it provided a means whereby each drug store could be rated in equal terms. The most important information obtained from this questionnaire can be noted in the accompanying table. (Page 105.)

The shopper, who was neatly dressed, en-

* Talk by F. C. Hammerness, Lecturer in Pharmacy Administration, UNC School of Pharmacy. Presented at the Sales School, Institute of Pharmacy, Chapel Hill, North Carolina, February 14, 1956.

tered each drug store in a like manner and did not seek any particular sales person. When waited upon he merely stated, "*A Pack of Blades.*" From this point on it was up to each sales person to determine what type of blade the customer wanted. The shopper had been given \$5.00 for each

(Continued on Page 103)

CHLOROPHYLL

in the Gumming on
YOUR DRUG LABELS

An Exclusive Feature with McCourts

For the benefit of the pharmacist who occasionally moistens labels with his tongue, the McCourt Label Cabinet Co. is now printing drug labels on paper with gumming containing Chlorophyll.

There is no additional charge for this added value in the quality of McCourt's drug label paper and gumming.

Ask your McCourt salesman to show you the new labels with the Chlorophyll gumming.



"Use the Label with the Green Gumming"

Ralph M. Crosson, Representative
P. O. Box 475, Columbia, S. C.

**Reabela Tablets**

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

Reaco A & D Capsules

\$10.00 Doz. 100s

A. E. P. Tablets

\$24.00 Doz. 100s

Pyridoxine HCl (B6) 10 mg. Tablets

\$2.25 per 100

Pyridoxine HCl (B6) 25 mg. Tablets

\$4.50 per 100

Pyridoxine HCl (B6) 50 mg. Tablets

\$7.50 per 100

Reavita Capsules

\$34.80 Doz. 100s

\$28.00 per 1000

Neo-Reavita

\$36.00 Doz. 100s

Reacaps

\$25.80 Doz. 100s

Rea-Secal

\$15.00 Doz. 100s

Your cooperation in stocking Reaco Products is appreciated

REACO PRODUCTS

P. O. Box 247

WEST DURHAM, NORTH CAROLINA

Scott Drug Company

*Wholesale and Manufacturing
Druggists*

Charlotte, N. C.

SALES APPEAL

store and was allowed to spend this entire amount so long as the sales person made reasonable suggestions of items other than razor blades. The shopper waited a reasonable length of time in order to give each sales person a chance to either trade up, suggest the economy size, or suggest another item of merchandise. If the sales person offered the largest pack of razor blades available, the shopper was to purchase them with no resistance.

After each sale the shopper, after leaving the drug store, immediately completed the questionnaire on that particular store. This was done to avoid mixing up the information from the various drug stores. Also, nothing was left to memory.

The accompanying table will give you the information sought and also the results of the survey by store number.

The results may be summarized as follows:

1. The average sale was 48c (no more than the cost of 2 packs of cigarettes). Six drug stores had sales of \$1.00 or more, while the other 18 had sales of 50c or less.
2. Fifteen of the 24 stores collected all or part of the retail sales tax.
3. Only 1 store suggested another item.
4. Eleven of the 24 stores offered the economy size or traded up.
5. Five stores either wrapped or packaged the merchandise.
6. All of the stores showed courtesy by thanking the customer.

These results point to the over-all fact that sales people are not using suggestive selling methods relative to offering the economy size or related items. The first objection to suggestive selling ideas by many, is that they themselves do not like to be high-pressured to buying merchandise, and therefore do not wish to use the same methods on their customers. It can be readily noted that one expressing this attitude in many cases is not familiar with suggestive selling.

Suggestive selling is not a high pressure method of selling merchandise.

The second point is that of suggesting related or other items. Remember, suggestive selling need not be confined to related items only, but can be used as a means of

informing your customers of specials, and new products which your drug store may be featuring. This suggestion does not have to be done in such a manner that it gives the customers the impression you are trying to high pressure them into buying unwanted merchandise. A simple, well thought out sentence is all that is necessary to induce further buying. You should plant the "seed" in fertile ground, as it were, and the germination will occur of its own accord.

In relation to the survey made, the sales person may have merely said, "*Have you seen the new types of Gillette Razors?*" or "*Do you need After Shave Lotion?*" This planting of the "seed" should be sufficient as a reminder and if the customer does need the item, he more than likely will purchase it. If he does not need it and says, "*No thank you,*" nothing is lost. However, if you do not mention it, and he did need the item and arrived home only to find he was out of it, two things would likely occur. Either the customer becomes irritated that he has to make another trip or postpone what he had planned to do, or he will go elsewhere, or ask his wife to pick it up on her next trip to the grocery store. This can be the start of a habit—a habit of purchasing drug needs in the super-market.

Two important results are gained when one suggests a related item—the sales volume of the drug store will be increased, and you will have been of greater service to that customer.

Suggestive selling can be and should be used in every department of the drug store. At the fountain, for example, it is easy to ask, "*A doughnut with your coffee?*" or at the cigar counter you might ask a cigarette customer, "*Have you seen our Valentine Candy?*"

One should refrain from closing a sale with the too familiar question, "*Is there anything else?*" In this instance you are not planting the "seed" for any particular item, but rather you are adding to confusion and the easiest way to keep from thinking is to say, "*No.*" The above phrase does not help the customer to recall whether or not something else was needed, while the mentioning of a specific item will stand a

(Continued on Page 104)

SALES APPEAL

much better chance of getting an affirmative answer.

To summarize what has been said, it is important to remember that suggestive selling is not a high pressure method when properly used. It should be used to sell economy sizes and related items. If it is used properly, it will result in increased sales volume and a service rendered to customers which has saved them money and possibly additional trips to town. Remember that an unplanted "seed" will not germinate.

For this discussion, suggestive selling is defined as that method of selling merchandise whereby an effort is made to give the customer the most for his money and offer service by (1) suggesting the economy size, and (2) by suggesting related or other items which the customer may need at home.

This definition readily demonstrates two important points to be considered in selling merchandise. The first is getting the customer to buy the economy size, and the other is to induce him to buy items other than those which he came into the drug store to buy.

In considering the first point it becomes apparent that, if the customer buys the economy size, the store will increase its sales volume and thereby reduce the expense of selling. Also—the customer will have received more for his money. It has been said that if you sell the customer the large size, he will not come into the store so often. This may be true, but what assurance in this day and age do you have that the next time the customer needs the item replaced he will return to your store—or even another drug store? He may get it at the super-market the next time. To increase the sales volume it is important to induce the customer to buy all that is possible once he enters the store. Consider for a moment the large sums of money spent on advertising in order to aid in building traffic. Once you get the customer inside your store, don't let him leave with a sale no greater than the price of 2 packages of cigarettes.

How does one get the customer to buy the economy or large size package without high pressure techniques? It is very easily

done if you will remember to give the customer a choice between *something* and *something*; never between *something* and *nothing*. It can be seen that the way of least resistance is *Nothing*. It is only human to choose the easiest way out of a given situation.

How can the request for "*A pack of blades*" be handled? Once the type blade has been determined—that is, single or double edge—the sales person might have asked, "The 20s all right?" or "The 20's or the 10s?" In most instances either statement would have resulted in a few sales of approximately one dollar, and others at approximately fifty cents, but nothing less. If the shopper wishes the 15c size, let him ask for it after you have approached him in the above manner. When he asks for merchandise by descriptive name only, give him a choice between the economy size and the large size—never between the large and the small size—and worse yet, between the small size and nothing.

When you are discussing the merits of a product and other such features, always pick up the economy size for this purpose. In display, it is best to use the large and economy sizes only, even though you stock the small size also.

"My two clerks are already applying some of the information picked up during the school, as evidenced by the higher note they are now playing on our 'Scotch Piano.'"

"You and Mrs. Smith are to be congratulated on the splendid way in which you handled the meeting, both from the meeting standpoint, as well as from the recreation and entertainment offered."

J. Emmett Terrell
Eastern Sales Manager
Mead Johnson & Company

"We appreciated the opportunity of participating. You had a good program, well organized and it certainly went off smoothly."

L. W. Millican
Southeastern District Manager
Bauer & Black

Aware of Need

Governor Luther Hodges, in an address to the members of the North Carolina Press Association, at Chapel Hill, delighted his listeners by stating his awareness of the need for better housing for the UNC School of Journalism.

Furthermore, he voiced the hope that something can be done to carry through the University plans, which would provide a new Pharmacy building for the overcrowded School of Pharmacy and make the present Pharmacy building available for renovation and future quarters for the School of Journalism.—*Hickory Daily Record*.

Rexall Official Visits Monroe

It was home-coming in Monroe recently for John Bowles, an officer of the Rexall Drug Company, as he spent part of the day at the Secrest Drug Store, where he was employed as a drug clerk some years ago.

Mr. Bowles is touring the country in a special bus, all in the interest of promoting Rexall—the company, its products and its agents.

Wins Stock

R. T. (Romas) White of Raleigh, winner of Ayerst Labs. "Dividends for Sales" contest conducted among its representatives throughout the country, received a prize of ten shares in the company.

Shopping Survey: How's Your Sales Appeal?

Store Number	Amount Spent	Collected sales tax	Routine Greeting	Traded up or offered economy size	Suggested related item	Thanks	Wrapped or Sacked	COMMENTS
1	.25	N	Y	N	N	Y	N	Too busy with fountain trade
2	.49	YN	Y	Y	N	Y	N	
3	.25	N	Y	N	N	Y	N	Had to call clerk
4	.15	N	Y	N	N	Y	N	
5	.10	N	Y	N	N	Y	N	
6	.26	Y	Y	N	N	Y	N	
7	.26	Y	Y	N	N	Y	Y	"Twenty-five cent size?"
8	.15	N	Y	N	N	Y	N	
9	.52	Y	Y	Y	N	Y	N	Very friendly
10	.10	N	Y	N	N	Y	N	Traded down
11	.25	N	Y	N	N	Y	N	
12	.26	Y	Y	Y	N	Y	N	Suggested the Blue Blade
13	1.00	YN	Y	Y	N	Y	N	"Fifty or dollar size?"
14	.16	Y	Y	N	N	Y	N	Merely pointed
15	1.01	Y	Y	Y	N	Y	Y	Suggested the 20's
16	1.00	YN	Y	Y	N	Y	Y	Offered the 20's
17	.15	N	Y	N	N	Y	Y	"These are cheaper and just as good."
18	1.82	Y	Y	Y	Y	Y	Y	Offered the \$1 size and suggested Rise
19	.25	N	Y	Y	N	Y	N	Suggested Blue blade over thin blade
20	1.00	YN	Y	Y	N	Y	N	"Dollar size?"
21	.30	Y	Y	N	N	Y	N	Price or tax not in line with others
22	1.00	YN	Y	Y	N	Y	N	Traded up to \$1 size by mentioning same
23	.51	Y	Y	Y	N	Y	N	"Large size o.k.?" (49c)
24	.30	Y	Y	N	N	Y	N	Price or tax not in line with others

Y—Yes.

N—No.

YN—All or part of.

Get acquainted with Squibb quality...



for profit and prestige!

YOUR PROFIT tomorrow and next month would be sufficient reason in itself for stocking and promoting *Sweetea*, *Sun 'n' Surf*, the *Angle Toothbrush*, *Squibb Aspirin*... just to name a few. For these consumer-accepted home necessities bear the hallmark of purity and reliability as surely as every ethical prescription product in the entire Squibb line.

BUT LONG-TERM PROFITS are even more important, and they must be planned... the reliability and good name, the *quality* of Squibb, help naturally to build the reputation of your store.

SQUIBB *quality...the priceless ingredient!*

King Opens Northwood Drugs in Greensboro

Formal opening of Northwood Drugs, 110 East Northwood Street, directly south of Cone Memorial Hospital, was held on Monday, February 6.

The new pharmacy is owned and operated by Benjamin F. King, who for 25 years operated King's Pharmacy in Hickory.

The new pharmacy is located in a professional building with a number of doctors.

Attends ADFI Meeting

P. J. Suttlemyre, Treasurer of The American Druggists' Fire Insurance Company, attended a directors meeting of that company, held in Cincinnati, February 20-21.

Promote Rx Volume

A "Plus 4" program held in Hickory on February 3 under sponsorship of the Dr. T. C. Smith Company was well attended. About 75 persons from the immediate area of Hickory heard about promotional methods for increasing their prescription volume.

Appearing on the program were Stacy Smith, president, and James W. Harrison, director of professional services, The Dr. T. C. Smith Company, Asheville.

Briefs

- As Chairman of the Board of Trustees of Pineland College, W. Latham West welcomed 275 guest from all civic and service clubs of Sampson County at the school's annual banquet, held in Salemburg on January 27.
- Under supervision of Jim Harrison, the Dr. T. C. Smith Company of Asheville sponsored a "Plus 4 Rx Program" in Greeneville, Tenn. on the night of February 17.
- Stamps of various shades and tints were discussed in Durham on February 22 at a special called meeting of the Durham Drug Club.
- NCPA President W. B. Gurley was recently reelected a member of the Bertie County Board of Health for four years, and as treasurer of the St. Thomas Church of the twelfth consecutive year.



**You
should
serve**

Pine State

MILK



**Since 1919
It's Still
North
Carolina's
Choice**

More people like it at home,
and they'll like its fresher,
more dependable flavor at
your fountain, too.



phone **RALEIGH 2-3911**
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Pine State
MILK-ICE CREAM

RALEIGH, NORTH CAROLINA

The **ROBINS'** Representative

is pre-selling these Robins' products

for you—in your area

-THIS MONTH



✓ **PABALATE®**

PABALATE®-SODIUM FREE

PABALATE®-HC (Pabalate with Hydrocortisone)

The outstanding "family" of antirheumatic preparations—rational, effective, and easy on the patient's pocketbook. The new Pabalate-HC is gaining rapid acceptance where physicians desire steroid hormone effects *safely* achieved on low hormone dosage.

✓ **AMBAR™**

Tablets and Extenlabs®

A widely useful "psycho-normalizer"—for the suppression of emotionally spurred appetite in weight control—and for the elevation of the patient's mood in cases of mild depression.

✓ **ROBITUSSIN®**

ROBITUSSIN® A-C (Robitussin with Antihistamine and Codeine)

Unusually effective preparations for the control of cough—as the individual patient may require.

✓ **ALLBEE® with C**

Provides all the very essential B-vitamins, together with a higher vitamin C content than that of any other water-soluble multivitamin capsule—at a most economical cost.

A. H. ROBINS CO., INC. RICHMOND 20, VIRGINIA

Ethical Pharmaceuticals of Merit since 1878



...better check your stock NOW!

Western North Carolina Drug Club Meeting

At the regular monthly meeting held at the George Vanderbilt Hotel, February 10, Steve Uzzell of Black Mountain Drug Company was elected president, succeeding Foss Salley, Jr. Other officers elected are, vice-president, Fred Branch of Dr. T. C. Smith Company; secretary, Virginia Callahan, Salley's Drug Store; treasurer, Howard Mock, Ayerst, Inc.; member of executive board, C. E. Bolinger, Eckerd's—Haywood.

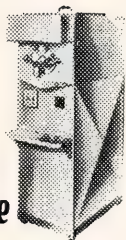
The nominating committee's slate was elected, with the exception of the executive board member who was nominated from the floor. The newly elected president appointed the same legislative committee of V. A. Ward and Beaman Pinner, thus assuring the functioning of the same members of this committee for the sixth straight year. Immediately upon being installed, President Uzzell named Jim Harrison as editor of "Friday Night Elixir." An impromptu meeting of the executive

board approved the appointment, whereupon the members present also approved. Beaman Pinner was renamed advertising manager. The editorship is one of the appointive offices, as are the legislative committee, the tenure expiring each February. The editor and the legislative committee, an elected member, and the elected officers with the immediate past president, ex officio, comprise the executive board.

Annual reports preceding the election formed a major portion of the program. Jim Harrison reported for the executive board, citing the state of the progress of various projects undertaken by the Club during the past year, he also reported on those projects still being participated in by the membership. Harry Dover reported for himself as secretary; Beaman Pinner made a financial and progress report for the Club's publication, "Friday Night Elixir."

Member A. J. Darling, chief pharmacist Memorial-Mission Hospital, received congratulatory applause upon being recently elected president of the North Carolina Society of Hospital Pharmacists.

BIG MALT AND SHAKE SALES WITH Sani-Shake



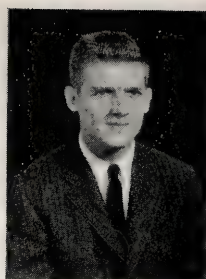
Leading the field in profits, while turning out up to 360 malts and shakes per hour! Available in floor or counter models. Write, wire, or call for complete informative literature today! More operators switch to Sani-Shake every year. Find out why!

SOLD BY

Berryhill Fountain Sales Co.
Box 3251 Charlotte, N. C.



DALLAS L. AMMONS
SALISBURY



JOHN W. ANDREWS
WINSTON-SALEM



ERNESTINE BAKER
HIGH POINT



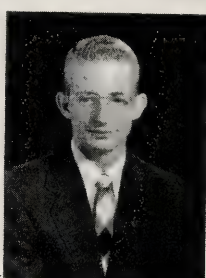
HAROLD LEE BALL
MARS HILL



RONALD E. BARBER
CLINTON



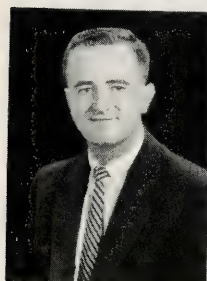
JOSEPH P. BARBOUR
BURLINGTON



JOHN M. BARRINGER
CARTHAGE



MARCUS CAMERON
SANFORD



ROBERT A. COLEMAN
BURLINGTON



WALTER N. COLEY
STEM



WILLIAM A. DAWKINS
DUNN



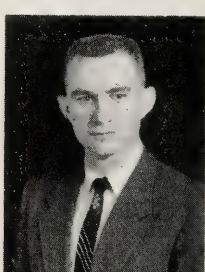
LEWIS B. DOYLE, JR.
ROANOKE RAPIDS



L. JERRY FISHER
STATESVILLE



ELLYN M. GARDNER
GIBSON



HENRY N. GRAHAM
ALBEMARLE



JAMES S. GREEN
GLEN ALPINE

UNC PHARMACY SCHOOL GRADUATES—1956

DALLAS L. AMMONS

Salisbury

Age 26, married, veteran. Four years experience at Innes Street Drug Company, Salisbury; will return there after graduation. Chapel Hill address: 176 Daniels Road.

JOHN WARREN ANDREWS

Winston-Salem

Age 22, married. UNC Activities: Kappa Psi Fraternity; Fraternity Chaplain 4th year; Student Branches A.Ph.A. and NCPA, President Student Branches 4th year; Class President 2nd and 3rd years. Two years experience at Andrews Pharmacy, Winston-Salem; will return here after graduation. Chapel Hill address: 125 North Street.

ERNESTINE BAKER

High Point

Age 21, not married. UNC Activities: Student Branches NCPA and A.Ph.A.; Kappa Epsilon, Pharmacy Girls Association; Senior Class Officer. Three months experience at Hoffman Drug Company, High Point. Availability for employment not definite. Chapel Hill address: 308 Alderman Dormitory.

HAROLD LEE BALL

Mars Hill

Age 20, not married. UNC Activities: Kappa Psi Fraternity, Student Branches NCPA and A.Ph.A.; Treasurer Student Branches 4th year. Three months experience at Mars Hill Pharmacy, Mars Hill. Available for employment. Chapel Hill address: 117 W. Rosemary Street.

RONALD EDWARD BARBER

Clinton

Age 22, not married. Three months experience at Butler Pharmacy, Clinton; three months experience at Peoples Drug Store No. 39, Washington, D. C.; and three months at Five Points Pharmacy, Raleigh. Available for employment. Chapel Hill address: 150 E. Rosemary Street.

JOSEPH PARKER BARBOUR, JR.

Burlington

Age 20, not married. UNC Activities: Student Branches NCPA and A.Ph.A., Student Body President's Cabinet, Secretary to the President. Nine months experience at Burlington Drug Company, Burlington. Available for employment. Chapel Hill address: 4 Amity Place.

JOHN MARSHALL BARRINGER

Carthage

Age 21, not married. UNC Activities: Phi Delta Chi Fraternity, Student Branches of NCPA and A.Ph.A., Glee Club, Pharmacy Senate, Student Government Audit Board. Three months experience at Shields Drug Company, Carthage; will be employed at Flynn's Drug Company, Winston-Salem. Chapel Hill address: 206 Fetzer Lane.

MARCUS CAMERON

Sanford

Age 26, married, one child, veteran. UNC Activities: Phi Delta Chi Fraternity. Three months experience at Watts Hospital, Durham. Available for employment. Chapel Hill address: 190 Jackson Circle.

ROBERT A. COLEMAN

Burlington

Age 22, married. UNC Activities: Kappa Psi Fraternity, Student Branches of NCPA and A.Ph.A. Four months experience at Alamance Drug Company, Burlington; two months at Center Pharmacy, Burlington. Available for employment in Piedmont Section. Chapel Hill address: 106 Carr Street.

WALTER NEWTON COLEY

Stem

Age 21, not married. UNC Activities: Student Branches of NCPA and A.Ph.A. Three months experience at Jones Drug Store, Oxford. Available for employment. Chapel Hill address: 137 Cobb Dormitory.

WILLIAM ATLAS DAWKINS, JR.

Dunn

Age 31, married, one child, veteran. UNC Activities: Student Branches of NCPA and A.Ph.A., Phi Delta Chi Fraternity. Experience at Person Drug Company, Raleigh; Lewis Drug Company, Mt. Olive; Guy's Drug Company, Oakland, California; U. S. Naval Hospital, Bethesda, Maryland. Will be employed at Thomas Drug Store, Dunn. Chapel Hill address: 123 Polk Street.

LEWIS B. DOYLE, JR.

Roanoke Rapids

Age 22, not married. UNC Activities: Kappa Psi Fraternity, Student Branches. NCPA and A.Ph.A. Available for employment in Eastern North Carolina. Chapel Hill address: 322 Winston Dormitory.

LESTER JERRY FISHER

Statesville

Age 23, not married. UNC Activities: Student Branches of NCPA and A.Ph.A. Nine months experience at Fisher Drug Company, Statesville. Will be employed at Fisher Drug Company, Statesville. Chapel Hill address: 402 Cobb Dormitory.

ELLYN MARIE GARDNER

Gibson

Age 21, not married. UNC Activities: Student Branches of NCPA and A.Ph.A.; Pharmacy Girls Association, Kappa Epsilon Sorority. Available for employment in Durham or Raleigh area. Chapel Hill address: 201 Smith Dormitory.

HENRY NEILL GRAHAM

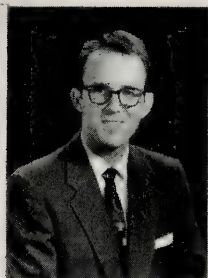
Albemarle

Age 22, not married. Nine months experience at Loftin's Drug Store, Albemarle. Employed after graduation. Chapel Hill address: 111 Mangum Dormitory.

JAMES S. GREEN

Glen Alpine

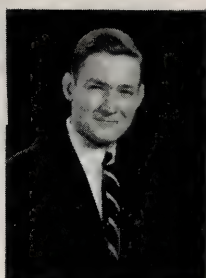
Age 26, married. UNC Activities: Kappa Psi Fraternity, Student Branches NCPA and A.Ph.A. Experience at Community Pharmacy, Morganton and Black's Drug Store, Hickory. Available for employment. Chapel Hill address: 146 E. Rosemary Street.



DOUGLAS W. ISAAC
MARION



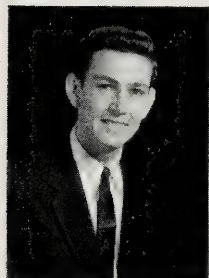
SARA ALICE JACKSON
LUMBERTON



ZEB T. KEEVER, JR.
LINCOLNTON



MELVIN C. KENDRICK
SPRAY



VAN HILL KING III
WILMINGTON



SARA FOUNTAIN LORE
SANFORD



JAMES F. LOWDER
ALBEMARLE



JOANNE S. MC DONALD
FORT WAYNE, IND.



WM. R. MC DONALD III
HICKORY



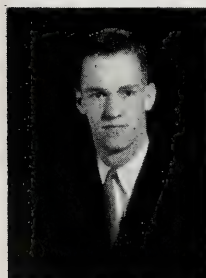
CARL P. MERONEY
MURPHY



STEPHEN C. MORRIS
FOUR OAKS



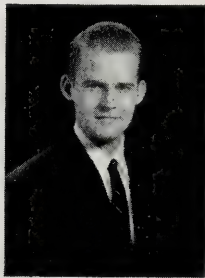
REINHOLD E. MUELLER
HIGH POINT



LIONEL P. PERKINS
SOUTH BOSTON, VA.



JOHN WAYNE POLK
MARSHVILLE



STUART W. ROLLINS
WINSTON-SALEM



ARTHUR P. SCHLAGEL
CLYDE

UNC PHARMACY SCHOOL GRADUATES—1956

DOUGLAS WOODROW ISAAC
Marion

Age 22, married. UNC Activities: Student Branches of NCPA and A.Ph.A. Three months experience at Evan's Rexall Drug Store, Marion. Available for employment in Chapel Hill-Durham area. Chapel Hill address: 156 E. Rosemary Street.

SARA ALICE JACKSON
Lumberton

Age 22. UNC Activities: Student Branches NCPA and A.Ph.A.; Pharmacy Girls, president 1954-55; Orientation Chairman 1955; Orientation Advisor 1954; Student Legislature, Finance Committee; Student Government, Executive Committee; Valkyries, Vice-President; YWCA, Program Chairman 1955-56; Kappa Epsilon, Pledge trainer 1954-55; Chi Omega, Personnel chairman; University Party, membership committee; Secretary-Treasurer Pharmacy Student Government 1954-56; Secretary-Treasurer Junior Class 1954; Three months experience in retail pharmacy at Hedgpath Pharmacy, Lumberton; will return there after graduation. Chapel Hill address: Chi Omega House.

ZEB THOMAS KEEVER, JR.
Lincolnton

Age 20, not married. UNC Activities: Rho Chi Society, President of Rho Chi 1955-56, Vice President, Senior Class. Three and one-half months experience at Economy Drug Store, Lincolnton. Available for employment in Western North Carolina. Chapel Hill address: 201 Stacy Dormitory.

MELVIN C. KENDRICK
Spray

Age 27, married, veteran. Three months experience at Duke Hospital Pharmacy. Available for employment in Charlotte, Winston-Salem, Greensboro. Chapel Hill address: 19 Justice Street.

VAN HILL KING, III.
Wilmington

Age 21, not married. UNC Activities: President Pharmacy Student Body, President of Kappa Psi Fraternity, University Dance Committee, UDC Court, Pharmacy Senate, Student Branches of NCPA and A.Ph.A., Pharmacy Orientation Chairman. Three months experience at Carolina Beach Drug Company, Carolina Beach and three months at Toms' Drug Company, Wilmington. Available for employment in Piedmont or Mountain area. Chapel Hill address: 117 W. Rosemary Street.

SARA FOUNTAIN LORE
Sanford

Age 22, not married. UNC Activities: NCPA and A.Ph.A. Student Branches. Three months experience at Rimmers Drug Store, Sanford and seven months at Hoke Drug Company, Raeford. Available for employment. Chapel Hill address: 307 Alderman Dormitory.

JAMES F. LOWDER
Albemarle

Age 24, not married, veteran. UNC Activities: Kappa Psi Fraternity. Three months experience at Rowan Memorial Hospital, Salisbury. Available for employment. Chapel Hill address: 117 W. Rosemary Street.

JOANNE SCHELL McDONALD
Fort Wayne, Indiana

Age 20, married. UNC Activities: Kappa Epsilon Sorority, Student Branches of NCPA and A.Ph.A., Secretary of Sophomore Class, Pharmacy Girls Association, Vice President Pharmacy Girls

Association, Kappa Epsilon Awards Committee 2nd year, Student Body Awards Committee 3rd year, President Alderman Dormitory and Orientation Counselor (summer 2). One month experience at Ninth Avenue Pharmacy, Hickory. Available for employment after July 1, 1956. Chapel Hill address: 164 Hamilton Road, Glen Lennox.

WILLIAM RUSSELL McDONALD, III
Hickory

Age 21, married. UNC Activities: Phi Delta Chi Fraternity, Fraternity Pledge Master, 2nd yr., Treasurer, 3rd yr.; Sigma Alpha Epsilon, Chaplain, 2nd yr., Pharmacy Senate, Pharmacy Senate Parliamentarian, 3rd yr., Student Branches NCPA and A.Ph.A. President of Senior Class, Orientation Counselor Senior yr., Member Gorgan's Head Lodge, 2 yrs., Member Order of Menatours, Vice President Sophomore yr., Student Body Awards Committee, 3rd yr. Nine months experience at Ninth Avenue Pharmacy, Hickory. Available for employment after July 1, 1956. Chapel Hill address: 164 Hamilton Road, Glen Lennox.

CARL P. MERONEY
Murphy

Age 26, not married, veteran. UNC Activities: Phi Delta Chi Fraternity. Available for employment in Asheville after July 1, 1956. Chapel Hill address: 206 Fetzer Lane.

STEPHEN CARROLL MORRIS
Route 2, Four Oaks

Age 21, not married. UNC Activities: Phi Delta Chi Fraternity, Student Branches NCPA and A.Ph.A. Nine months experience at Newton Grove Drug Store, Newton Grove. Available for employment after July 1, 1956. Chapel Hill address: 206 Fetzer Lane.

REINHOLD ERNEST MUELLER
High Point

Age 23, not married. Ten months experience at Mann's Drug Company, High Point. Employed at Mann's Drug Company, High Point. Chapel Hill address: 114 Aycock Dormitory.

LIONEL PARKER PERKINS, JR.
South Boston, Virginia

Age 21, not married. UNC Activities: Kappa Psi Fraternity, Secretary; Men's Honor Council, 4; UNC Dance Committee, 2, 3; Student Legislature, Orientation Counselor, Pharmacy Senate, UNC Cardboard, University Party, Student Branches NCPA and A.Ph.A. Six months experience at Perkins Rexall Drug Store, South Boston, Virginia. Available for employment. Chapel Hill address: 117 W. Rosemary Street.

JOHN WAYNE POLK
Marshville

Age 22, not married. UNC Activities: Kappa Psi Fraternity, Student Branches of NCPA and A.Ph.A. Nine months experience at Guion's Drug Store and McBride's Drug Store, Marshville and Jones Drug Company, Monroe. Available for employment after July 1, 1956. Chapel Hill address: 117 E. Rosemary Street.

STUART WINGO ROLLINS
Winston-Salem

Age 21, not married. UNC Activities: Kappa Psi Fraternity, Student Branches of NCPA and A.Ph.A., Student Awards Committee. Eight months experience at N. C. Baptist Hospital Pharmacy and O'Hanlon Drug Store, Winston-Salem. Available for employment after July 1, 1956. Chapel Hill address: 117 W. Rosemary Street.

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UNC PHARMACY SCHOOL GRADUATES—1956

ARTHUR P. SCHLAGEL, JR.
Clyde

Age 31, married, one child, veteran. UNC Activities: Pharmacy Senate, Phi Delta Chi Fraternity, Student Branches of NCPA and A.Ph.A. Experience—full and part time for past 4 years at Village Pharmacy, Chapel Hill and Holding's Drug Store, Wake Forest. Employed at Eckerd's Drug Company, Durham. Chapel Hill address: P. O. Box 854.

FRED L. SHERRILL, JR.
Conover

Age 21, married. UNC Activities: Phi Delta Chi Fraternity, Vice President of fraternity—1956 and Pledge Master 1953. Student Branches of NCPA and A.Ph.A. Six months experience at Highland Drug Store, Hickory. Employed at Highland Drug Store, Hickory. Chapel Hill address: 154 Daniels Road.

ROGER HESTER SLOOP
North Wilkesboro

Age 24, married, one child. UNC Activities: Rho Chi Society, Secretary-Treasurer, Kappa Psi Fraternity, Pharmacy Senate, Student Branches of NCPA and A.Ph.A. Five years experience including Brame Drug Store, North Wilkesboro, U. S. Air Force Pharmacy, Graduate of U. S. Army

Pharmacy Procedure Course. Available for employment after July 1, 1956. Chapel Hill address: 258 Jackson Circle.

JULIAN E. UPCHURCH, JR.
Spring Hope

Age 22, not married. UNC Activities: Kappa Psi Fraternity, Student Branches of NCPA and A.Ph.A. Six months experience at Elm City Pharmacy, Elm City, Thomas Drug Store, Spring Hope and Franklin's Drug Store, Greensboro. Available for employment after July 1, 1956. Chapel Hill address: 117 W. Rosemary Street.

JOSEPH H. WILSON
Rural Hall

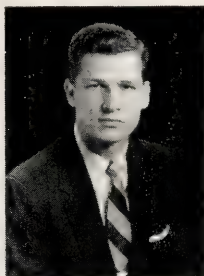
Age 27, married, one child, veteran. Six months experience at Rogers Drug Company, Durham and Goodwin's Pharmacy, Morehead City. Will be employed at Acadia Pharmacy, Winston-Salem. Chapel Hill address: 131 Daniels Road.

NANCY MAY WOODARD
Hamlet

Age 21, not married. UNC Activities: Kappa Epsilon Sorority, Student Branches of NCPA and A.Ph.A. Twelve months experience at Rhodes Pharmacy, Charlotte and James Walker Memorial Hospital, Wilmington. Available for employment. Chapel Hill address: 307 Alderman Hall.



FRED L. SHERRILL
CONOVER



ROGER H. SLOOP
NORTH WILKESBORO



JULIAN E. UPCHURCH
SPRING HOPE



JOSEPH H. WILSON
RURAL HALL



NANCY M. WOODARD
HAMLET

1956

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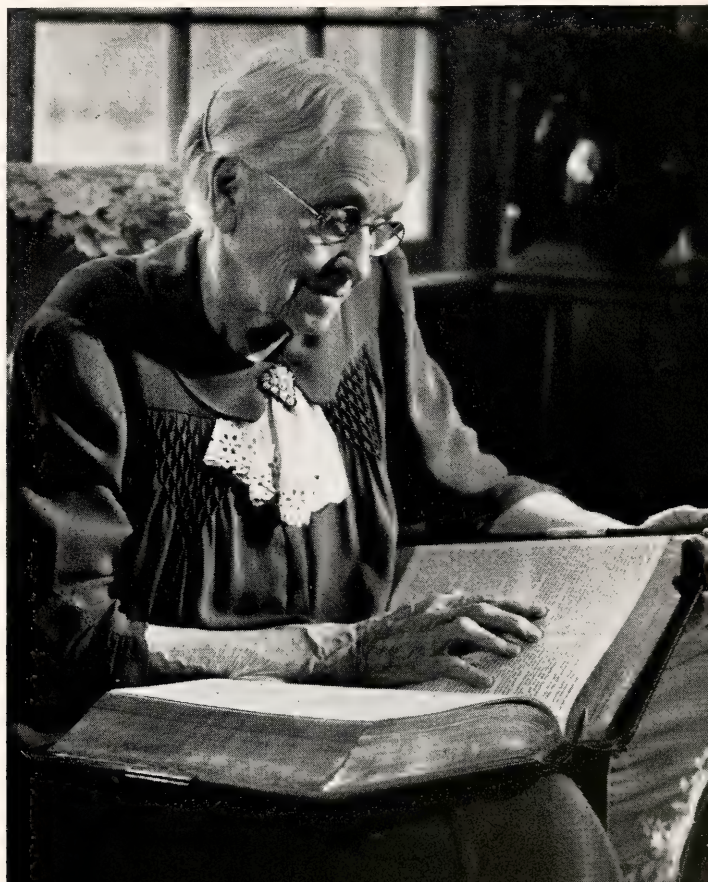
New Problems Arising from an Aging Population

DR. J. STREET BREWER, Roseboro

My first duty and pleasure is to thank you, President West, and your Association for the kind invitation to be here today. I've enjoyed every minute of my stay here, which began last evening about 6 o'clock. Mrs. Brewer, has too. I say I've enjoyed my stay up until now. I hope she's still enjoying her visit here. I appreciate very much, Latham, that kind introduction you gave me. I really didn't know I had done all those things, and I wonder if you didn't add a few things to it. I wonder why your Association selected a country doctor to speak to you today when there are any number of distinguished men and polished speakers whom you could have had to address you.

I am reminded of the story of an old maid in a little town; on occasion the rumor got out that she was going to be married. So one day one of the ladies of the town—her neighbor—met her in the post office. She'd heard the rumor so she called to her and said, "Mary, I hear you're planning to get married. Is there anything to it?" And Mary said, "Yes." Whereupon her neighbor said, "Well, having been single as long as you have, doing things your own way, I really don't know whether you're going to like it or not, but at least it will be a change for you." And so maybe you just invited a country doctor here today because it would be a change for you.

(Continued on page 119)





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NEW PROBLEMS

I have the privilege and I have the honor bring to you greetings from the Medical Society of the State of North Carolina. The doctors in the state are under great obligation to the profession of Pharmacy and to the retail druggists' association.

I was interested last evening in looking over your program to read that the doctors most created your association, and apparently they were the stimulus to its creation, which means to me those doctors back in 1900 recognized the importance of an educated pharmaceutical group in this state to handle the preparation and the dispensation of drugs. Were it not for you fellows, the doctors today would be going round with one or four bags in our car, lugging in one or three bag fulls of drugs at each place stopped. And we would spend countless hours mixing powders and liquids and pills to dispense to our patients. Happily for you people and for us, we do not have to do that; you have taken that burden from our shoulders and you render it much more efficiently than we could.

When President West invited me to speak to you today, I wondered what I should talk about. Then I decided I would talk to you about some of the problems of an aging population, because I have always had a great deal of interest in the problem of aging and the chronic diseases. And then, I am getting along to the stage of life when it's getting to be somewhat of a little personal interest to me, and will become more so in a few years. The question arises to what is an old man or an old woman. When are people really old? Let me say to you that the majority of people we call old, the dying of old age, are really not dying from senile changes; they are dying from disease. Most of the men and women that you know in their seventies, eighties, and nineties who are dying, are not dying per se because of the number of years they have lived but because of cancer, arteriosclerosis, coronary thrombosis, and we could not fail to add injuries. Injuries, you know, are one of the great contributing causes of death among elderly people.

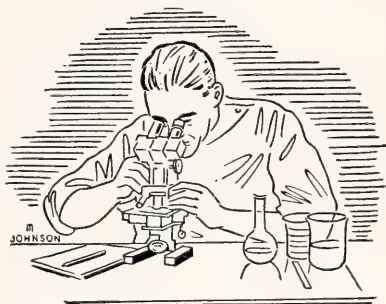
Now the psalmist told us that seventy is the allotted age of man; we hear people

sometimes speak of 70 as being our allotted Biblical age. I invite you when you go home to read the sixth chapter of Genesis. You will see where the Lord Himself set forth 120 years as the allotted age of man. So we hope to conquer the chronic diseases which are now killing out our elderly people. Medical science, doctors, and research centers are devoting a great deal of time and study to chronic diseases. During the early part of my professional life—well, the recent past in which we lived—the great interest of medicine and research, public health officials and public health service, was in the acute infectious diseases. But as you know, we have about conquered those things.

It may be of interest to you to know there are more children under fifteen years of age that die of cancer now, than die from all the other infectious diseases such as measles, whooping cough, etc. I doubt if you knew that. Actually, so far as the causes of death are concerned, injuries are perhaps the leading cause of death of children under 14 or 15 years old. But professional and research agencies and various societies are now spending tremendous sums of money on the study of the chronic diseases. And we're going to conquer these things. You and I may not live to see it but the younger men here today will live to see the day when we have conquered to a large extent arteriosclerosis, coronary heart disease, cancer, and the like. Now let us consider some of the problems of elderly people, the problems of an aging population.

First, let me say that since the year 1900 the population of this country has just about a little over doubled. But now there

(Continued on page 121)



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NEW PROBLEMS

four times as many people 65 years of age and beyond living in this country as there were in 1900. In 1900 there were about 3,000,000 people in this country 65 years of age and beyond. In 1952 there were 13,000,000, an increase of more than four times. And the population of those 65 and beyond is increasing at the rate of around 1,000,000 a year. So now we're near over 14,000,000 people in this country beyond 65 years of age. The majority of them are women. Of course you know and we've known for years there is a little tendency for a woman to outlive a man. The ratio is about 10 to 9.

Now what's responsible for this great increase? There have always been old people.

In all countries of the world there are old people. But never before in the history of the world have there been so many of them. By profession and its research scientists are the ones who are largely responsible for these old people. The introduction of insulin, liver extract, about 25 or 30 years ago; then the introduction of the sulfa compounds, of penicillin, the antibiotics, which virtually removed the causes of death—oh, we might add also the great public health programs of preventive inoculation which have eradicated typhoid; sanitary programs which have eradicated the dysentery; all these things have virtually eliminated the things that kill people before the ages of 40 or 50. So with the introduction of these things we are having people live to these elderly ages. And they're bringing to us a problem.

The introduction of liver extract and insulin, as I mentioned a while ago, particularly insulin, has brought many young diabetics to the age of middle life, many of them beyond. Insulin has also enabled the elderly diabetic whom we find with diabetes in the forties and sixties to have many useful years of life left. So then we have all these numbers of people, this 14,000,000 people who have that are 65 years of age—they present a great many new problems to us in this country.

The first of these and perhaps the largest problem is the economic situation of this great host of 14,000,000 people. It is said

that one-third (these statistics come from the U. S. Bureau of the Census of the U. S. Department of Commerce) of these people who live to the age of 65 and beyond, have an income of \$500 a year or less. More than half of them have an income of less than \$1,000 a year.

We can't go into all the details of how these things go, but that is to show you there is an economic problem of taking care of those people. Then there's another problem—one which I am very much interested in and one which I think is entirely wrong—that is the mandatory retirement of people at 65 or 70 years of age. It's got so now that regardless of whether a man is fit or not, when he becomes 65 years of age, most organizations and corporations and societies retire him from his work. Now that is an important thing—because most of the people of this country are wage-earners; they are employed people. The self-employed people as represented by this group here and my profession, number actually a very small percentage of the total population of this country. So this early retirement—this mandatory retirement—of people at 65 and 70 and which I am sure is wrong because we see many men every day 70 and 75 and sometimes 80 years old and beyond that are working, that are still active; they are the self-employed group that do not have to be retired.

The Executive Secretary of the Medical Care Commission, Dr. John A. Ferrell, who has done such a noble work in this Medical Care and Hospital Program of this state, was available to us only because he's retired by the John and Mary R. Markle Foundation in New York where he had been working for a number of years. He reached their mandatory age of 65 and he had to get out. That was our good fortune but it is oftentimes unfortunate for many people that they have to be retired at that age, and too often we are losing the wisdom and the skills and the good judgment that men have accumulated over a lifetime.

Now this business of retiring people at 65 or 70 brings up an acute need for pension plans, retirement plans, social security. We don't have time to go into all that, but I merely mention the fact. You can under-

(Continued on page 123)



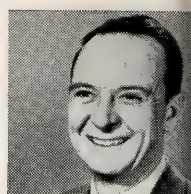
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News of the World,
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NEW PROBLEMS

and how important it is now that so many people are living to these older ages and being retired, many of them before the period of disability of age sets in. It is necessary that industry and insurance companies give particular attention to annuity plans, to pension plans, and that our government, as it is doing, pay a great deal of attention to social security plans and bene-
 . We cannot ignore the fact that many of these people come to the retirement age and have not, because of low income and large families, or misfortune in the way of sickness and one thing and another, been able to lay up a great deal of means for their old age. So it is necessary for industry, government, and society in general stimulate them to do that thing.

The other thing it reminds me to say—it's an important thing for people during their active life to store up (a great many of them don't do it) a great strong spiritual faith in God and an active religious experience. In thirty-five years of practicing medicine I have never seen anything that does as well to cushion the retiring years of life as a firm faith in God and an active religious experience over these years. And Mr. and Mrs. Tart here today, we have the finest example that I know, of what a firm faith in God and an active religious experience during the years of active life does for you in the age of your retirement. Doctors, as well as nurses, have a splendid opportunity to observe in their practice how a firm faith in God cushions retiring years of life.

Then, the next problem—we've touched on the economic problem and the retirement problem—is this whole problem in old age retirement of proper recreation. Now we need—cities and counties and towns—generally thousands of dollars, in some places millions of dollars, every year for recreation and amusement and entertainment for our young people. But how many of them are spending anything worthwhile for amusement, recreation, and entertainment facilities for aged people? Not many that I know of. And yet it is an important thing because as I say, many of these people come to the age of retirement when they're not

disabled; they have many useful years of life left in them, years of enjoyment if they can be guided and offered some opportunity. Older people should be kept in the active ways of life as long as they can—as long as they're able. But, of course, there actually comes a time inevitably, when the old man and the old woman can no longer keep up with the crowd, when his mental acumen is not as acute as it once was, when he does not enjoy the things of the younger years. And at that time of life society has a great obligation, one which it is not meeting today, to offer something to these people.

Now we have the Golden Age Clubs, and some of our fraternal organizations are making an effort in this direction, but the movement is not nearly as widespread as it should be. There is an opportunity for our churches to do something in that direction. In April of last year I had the opportunity to make a talk along these lines to the Men's Club of the First Baptist Church in Martinsville, Virginia. I got that invitation because the pastor of their church happens to be a young man who was reared down in our community. I talked along these lines for
 (Continued on Page 124)

R BOXES AND LABELS

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NEW PROBLEMS

they were in the process of building, laying plans for a new church. Last fall I got a letter from him and he said, "You'll be interested to know that our church has decided to set up in our new educational building, a recreation room with toilet facilities and a diet kitchen for our elderly people, whereby we plan a program of entertainment for them.

A great deal can be done as individuals for these people; every individual has an opportunity to do something for the elderly people in his community. You know how it is: the church or the Masons or some fraternal organization has a big picnic, and while they're around the table somebody thinks of Uncle John or Aunt Susie who are at home and can't be there. So they pile up a big plate of food and three or four fellows get in the car, or three or four ladies, and take it out to them. And they stuff Aunt Susie and Uncle John and the next day the doctor has to go to see them and get them over it. And Uncle John and Aunt Susie don't hear any more of their visitors until the next year when the annual picnic of the association or church comes along. The finest thing for every community is for some of the members of the church, of the various clubs, the Rotary Club or Kiwanis Club for example, the Masons, the Odd Fellows, or what have you, to appoint themselves a committee of one or two. Alternate this thing and go visit with Uncle John and Aunt Susie. You then make yourselves a living bond of communication between those old shut-in people and the outside world. You talk with them about

what's going on outside; you tell them what you've heard about their relatives, what's going on in the field of activities in which they are interested. If they are druggists you talk with them about what's going on in the drug stores; if he's a physician—whatever he may be—talk to him about his field of activity. In this way each individual has an opportunity to make himself, as I said a moment ago, a living bond between the disabled and the old shut-in and those in the active outside world.

A few years ago we had a woman come to our town who had been retired at the mandatory age of 65; she was pretty active though she had some heart disease and hypertension and gall bladder disease. She came to live with her daughter in our town. She'd been connected with one of the girls' schools in this state for a number of years. A little while after she got there, her daughter asked me to come around to see her. Well, I examined her and they told me the story of her heart disease and they told me the story of her blood pressure and the story of her gall bladder trouble, and after I examined her I found that, in my opinion, it was not so bad. I found out that the old lady was just heartbroken. She had been an active woman for 30 or 40 years. She'd been participating in things so to she'd been living with young people. And when they had retired her. So she had come down to her daughter's to crawl upon a shelf, as it were, and pine her life away. Well, I said to her, "Listen here, there's a lot of life left in this old girl yet and we're going to get some of it out of you here in Rosboro." And I mentioned some of the

SMITH WHOLESALE DRUG CO.

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nizations around town. To make a long story short, we got that old lady out. She came active in the Parent Teachers Association, active in the church, became one of the advisors in some of the young people's clubs; and just to shorten the story—for about twelve years she was a blessing and a benediction to that little community, all because of the fact that we didn't let her lie on the shelf. We got her out and gave her something to do.

Now that opportunity is in every community, and I just mention it for some of the things we do. There's another thing we do in our little town—every year some of the ladies in town (I forget the name of the organization) have a party for everybody over 70. They take them out to the community building and they play games and they visit and talk; they wind up with a dance and refreshments, and they all have a good time. A couple of years ago the lady who won the dancing contest was 91; her dear old man who won it was 85. So there are a lot of things we can do to keep these old people active and happy.

Then finally we come down to the point of medical care. As we doctors get them to the point where they're living so long and they didn't die in their childhood, we're brought to the point where they don't die with pneumonia and many of the other diseases that affect old people so much. Of course they require a great deal of medical care; they're a great deal of a problem for the doctor and they're a great deal of a problem for the people with whom they live.

You know, we'll say a century ago, when 90% of the people of this country lived on farms, the care of an old man or an old woman was not much of a problem for the children. If they didn't have any children, it wasn't much of a problem for the brothers and sisters. But it's quite a different thing today. Now you know that the taking care of an old man out on the farm who's in his 80s and who gets egg or gravy on his shirt at breakfast and his pants occasionally when he gets out and fiddles around in the yard feeding the chickens or doing a little hoeing in the garden—or the old woman who fiddles around in the garden or sits around by the fireside and crochets or

knits a little if she sees well enough—the problem of taking care of them at 80 and 90 is one thing. But you put that person in Greensboro or Richmond or Norfolk or Philadelphia, with a son or daughter who's living in a 3-room apartment or a 3-room house, and the problem of taking care of them is quite another thing.

We've quit building houses with any regard for the fact that grandma or grandpa may have to come and live there sometime. They build a kitchen, a little living room, a bedroom for the husband and wife, and maybe one extra one they're going to put the children in. Then ten years later a mother dies and grandpa has to come and live with them. These are real problems and they're acute problems that are facing many folks today.

Then the question arises as to how far the doctor should go when inevitably there comes a time when the old man or the old woman is completely disabled and has to take to the chair and then finally to the bed. How far should loved ones go in keeping life in a body that is broken and gone, in a mind that doesn't know whether it's Monday or Friday or whether it's January or July. I don't believe in euthanasia—I'm not ready to practice that—but I ask you the question, is there a point of no return somewhere in the life of the individual where loved ones and doctors and nurses can say, "We've done all we can; we will now have to leave the individual to the normal process of dissolution and decay."

Right now I have under my care an old lady who is 77 or 78. Since January she has been lying in her bed at home with a tube through her nose into her stomach, a catheter in her bladder draining into a bottle under her bed. She had a cerebral vascular accident in January. She hasn't known a member of the family, she hasn't been able to swallow, she doesn't know whether it's May or November. She knows nothing; she's lying there living the life of a vegetable, and sometimes when I look at her I wonder if I did her any good—if I did her children any good—when I stuck that tube through her nose into her stomach and started artificial feeding. And so I ask

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NEW PROBLEMS

you—is there a point somewhere in the life of the individual when the doctors and the nurses and the children and other loved ones can in all good conscience say “We’ve done all we can do; henceforth, the body is in the hands of God and the biologic processes of Nature.”

You know Sir William Osler—he’s the man who organized the medical department at Johns Hopkins University. He wrote a textbook that went through some fourteen or fifteen editions. Back many years ago (of course it was around the 1900s that he wrote this book), in describing pneumonia he spoke of it as a friend of the aged—comes along in a few short days without pain or much suffering, saves the old man or the old woman from these cold gradations of decay, so distressing to the aged. Well, pneumonia can no longer be considered the friend of the aged; penicillin and the other antibiotics take care of that now, and keep them alive to die from the processes of decay.

Old age—old people—have been of interest throughout the history of the recorded word; even in olden times people were interested in old folks. There is in the life and experience of old people, of course, a great deal of pathos, a great deal that arouses our sympathy. There’s also in them a great deal of fun and amusement at times. Many times the old man or the old woman is actually the life of the party. We can look back to the days and what a joy it brought to our homes when Gramps or Grannie came for a visit. And what fun it was to us as children, when Grandma was looking around for her glasses. We saw them on top of her

head, but we didn’t say anything. We gave her a great kick, and finally after a while we said, “Grandma, there’re your glasses,” and then we got a little scolding because we hadn’t told her about it. We had a great fun out of those things.

About 2500 years ago a great author wrote a piece and he veiled it in imagery. He used the license of a poet—what we call poetic license—and he veiled his thoughts in imagery as he wrote the last chapter of the book of Ecclesiastes but he was talking about old people. If you’ll excuse me just a minute, I’ll read something here, from the 12th chapter, the last chapter of Ecclesiastes:

“Remember thy creator in the days of thy youth before the evil days come not when thou shalt say I have no pleasure in them.”

It’s obvious that the writer, who is called the preacher, whom some think was Solomon, was speaking to young people. He was admonishing them to take thought of God, to consider Him in their lives, to direct their lives according to His precepts and His teachings.

“Before the evil days come not, thou shalt say I have no pleasure in them.”

The imagery here refers to the increasing grievances and inconveniences of old age when because of these increasing grievances and old age the old man and old woman finally say—and I’ve heard them say it and some of you may have also—“I’ve lived long enough; there’s no pleasure for me in living any longer.” And then the writer said,



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While the sun, or the light, or the moon, or stars be darkened, nor the clouds return after rain. . . ."

The reference here is to the closing days of winter in Palestine which were then, even now, very fatal to old people. The imagery is the approach of old age, and is likened to the rainy season in Palestine when the sun is obscured by the clouds and the light of Heaven is darkened by the withdrawal of that luminary. Then neither the sun nor the sun appear. The imagery represents the abiding and the increasing inconveniences of old age. Unlike the springtime of life in season, when sunshine and storms are inter-changeable, winter and old age have no vicissitudes. One dark cloud envelops them both. And then the preacher went on to say, still admonishing these young people to have thought of God before they reached certain stages in life:

"When the keepers of the house shall tremble, and strong men shall bow themselves. . . ."

Who are the keepers of the house? The keepers of the house are the hands and the feet. They clothe the body, they bathe it, their labor produces the food it eats, in case of danger they ward off danger. And so the preacher here was thinking of the old man and the old women in their palsy as they tottered around. You've seen them. He's saying, "Don't wait, young man, until the keepers of the house tremble before you recognize your God."

"When the sound of the grinding is low. . . ."

The sound of grinding refers to the mastication of food and the old man has lost his teeth and has few molars; and so eating the hard grange of that day, he didn't hear much with his own ears when he tried to masticate the food for the "sound of the grinding is low."

And then he spoke of those "who shall be up at the sound of the bird." Did you ever have an old man or an old woman in your house? Generally, they're the first ones that wake in the morning; about the time you hear the little birds chirping you hear Grandpa or Grandma getting up, wandering around in the room.

And then we talk about "the door should

be shut in the street." The imagery here refers to the shut-in old man or old woman. Children are afraid to let them out on the street, they become too feeble. So they kept the door to the street shut, and the old man there. And then it finally speaks about the old man, and he says finally,

"And the daughters of music shall be brought low. . . ."

The old man in his dotage is past those days when the brightness of youth, the attractiveness of young women appeal to him. The girls in the cabarets and the singing girls on the street, the dancing girls, no longer have any appeal to the old man. And so in his sight the "daughters of music have been brought low."

Then finally comes the day—then he's afraid, of course, of that which is on high—his heart is weak and he's short of breath, and he holds back when he starts to go up on high. That's what the preacher is speaking about in the 12th chapter of the Book of Ecclesiastes. It's veiled in imagery but you can see the whole picture if you think about it. And then finally he speaks of "the almond trees shall flourish." Of course, the almond trees are represented in that country by the tree that brings forth a purplish bloom on a barren stem. And later as the season comes on, it turns to a snowy whiteness which reminds us of the snowy white hair of the aged individual, man or woman. Then finally

"Man goeth to his long home and mourners go about the streets. . . ."

The old fellow has outlived everybody, all his relatives and friends are gone, and the word has got out that he's about to die. He'll not be here many more hours and so the hired mourners who are to sing and to mourn at the funeral begin to walk about the streets and pass the word down that Uncle Amos will not be here many more hours—don't leave town.

Now in conclusion I'd like to invite you to go with me to Boston, Massachusetts, the Boston of about a century and a quarter ago. There we find Dr. Oliver Wendell Holmes. Dr. Holmes has just returned from

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his studies in Europe. He became quite a distinguished man, distinguished largely for 3 reasons; He was a professor at Harvard University Medical School for 35 years; he was a poet and author of great distinction; he was the father of the late Justice Oliver Wendell Holmes who served on the United States Supreme Court thirty-two years, I believe, and who had previously served as an Associate Justice and Chief Justice of the Massachusetts Supreme Court for some 20 or 25 years and who had the longest judicial career of any man in this country.

Then in Boston we find Dr. Holmes, not long after he had returned from Europe and set up his office for practice where, as he said, he was "waiting for whatever fevers and favors might come his way." While waiting for those fevers and favors to come his way, he noticed an old man who occasionally tottered around on the street. And so he wrote a poem which he called "The Last Leaf," and if you will imagine yourselves now as you sit with Dr. Holmes in his office in Boston, and he turns to us and he says

I saw him once before,
As he passed by the door;
And again
The pavement stones resound,
As he totters o'er the ground
With his cane.

They say that in his prime,
Ere the pruning-knife of Time
Cut him down,
Not a better man was found
By the Crier on his round
Through the town.

But now he walks the streets,
And he looks at all he meets
Sad and wan;
And he shakes his feeble head,
That it seems as if he said,
"They are gone."

The mossy marbles rest
On the lips that he has prest
In their bloom;
And the names he loved to hear
Have been carved for many a year
On the tomb.

My grandmamma has said—
Poor old lady, she is dead
Long ago—
That he had a Roman nose,
And his cheek was like a rose
In the snow.

But now his nose is thin,
And it rests upon his chin
Like a staff;
And a crook is in his back
And a melancholy crack
In his laugh.

I know it is a sin
For me to sit and grin
At him here;
But the old three-cornered hat,
And the breeches, and all that,
Are so queer!

And if I should live to be
The last leaf upon the tree
In the spring,
Let them smile, as I do now,
At the old forsaken bough
Where I cling.

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We solicit your orders
Our experience of over 70 years
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Weddings

Miss Shirley Louise Hunter and Robert Alton Hines at the Sugaw Creek Presbyterian Church, Charlotte, in February.

Miss Marion Elizabeth Perry of Washington and John S. Biggs of Greenville in Peter's Episcopal Church, Washington, February 11.

Births

Mr. and Mrs. G. R. Talbert of Statesville announced the birth of a son, Frank E., on February 8.

Ruth Elizabeth, daughter of Pharmacist Mr. James W. Mitchener of Concord, on February 12. The Mitcheners have no other children, James W. Jr., age 6, and Mary Ann, age 4.

Deaths

ED C. ADAMS

Ed C. Adams, Gastonia pharmacist, died February 19 following a heart attack. He was 68.

Mr. Adams was born in York County,

South Carolina. As a young man, he worked as a soda dispenser at Kennedy's Drug Store, Gastonia. Later, after studying pharmacy in Chapel Hill and receiving his pharmacy license in 1908, Mr. Adams worked in Cherryville for a year.

He returned to Kennedy's in Gastonia in 1909, and was continuously with this firm, either as owner or manager, up until his death.

Mr. Adams was very active in the civic, religious, business and political life of Gastonia. His friendliness helped to make Kennedy's an institution highly regarded in Gaston and adjacent counties.

Joining the NCPA in 1910, Mr. Adams became an active worker in the organizations. Over the years he served on numerous committees, frequently as chairman. While he was a staunch supporter of the State Association, he never sought state office, preferring to do his part in his own community.

Mr. Adams is survived by his wife, a daughter, five sisters and two grandchildren. Burial was in the Oakwood Cemetery, Gastonia.

"If you work in a profession, in Heaven's name work for it. If you live by a profession, live for it. Help advance your co-worker. Respect the great power that protects you, that surrounds you with the advantages of organization, and that makes it possible for you to achieve results. Speak well for it. Stand for it. Stand for its professional supremacy. If you must obstruct or decry those who strive to help, why—quit the profession. But as long as you are a part of a profession do not belittle it. If you do you are loosening the tendrils that hold you to it and with the first high wind that comes along you will be uprooted and blown away and probably you will never know why."

—Charles Dawes' Creed

DOINGS

OF THE AUXILIARIES

REPORTERS

- Charlotte—Mrs. James A. Wolfe
- Wilmington—Mrs. A. J. Simeone
- Greensboro—Mrs. P. A. Hayes
- High Point—Mrs. J. Louis Cobb
- Raleigh—Mrs. J. B. Vinson
- Winston-Salem—Mrs. Ray N. Tesh

Raleigh

The Raleigh Woman's Drug Club held its regular monthly meeting at the Woman's Club, February 2nd. There were twenty-nine members present and Mrs. Albert Simms was welcomed as a visitor.

Plans for the N. C. Pharmaceutical Association convention, to be held at the Hotel Sir Walter, May 8-10, were begun by the appointment of Mrs. H. C. Starling as general chairman for the Woman's Auxiliary. Other committee chairmen are:

Prizes: Mrs. J. C. Warren and Mrs. M. J. S. Cox

Prize Box: Miss Evelyn Newsome
Hospitality: Mrs. W. H. Wilson

Decorations: Mrs. D. L. Jordan and Mrs. J. S. Cox

Transportation: Mrs. Bill Murray and Mrs. J. B. Vinson

Publicity: Mrs. Henry Ferrell
Music: Mrs. W. F. Matthews, Jr.

The concluding feature of the business session was the presentation of year book to the members.

Following the business session, refreshments were served and bridge and cana enjoyed. High score went to Mrs. M. J. Moore and Mrs. Joe Gillispie.

Charlotte

Cancer—a dreaded and feared word was the topic of our speaker, Mrs. L. S. Davis, Executive Secretary of the Me lenburg Unit of the American Cancer Society, at the February 14th luncheon meeting of the Charlotte Druggist Auxiliary. She was introduced by Mrs. F. F. Potter, Program Chairman.

Get **CAPUDINE** From Your Druggist

Capudine advertisements have been emphasizing this for over 50 years—always promoting the sale of Capudine only through Drug Stores.

We take this opportunity to thank the Druggists of North Carolina for their co-operation in the sale of millions of bottles of Capudine during the past half century, without a complaint from a consumer.

**"A Good Product
Consistently Advertised"**

CAPUDINE CHEMICAL COMPANY
Raleigh, North Carolina

After Mrs. Davis' very informative and interesting talk, telling us and showing us on how much the individual can learn and for himself to detect Cancer in its earliest stages, all felt that Cancer need not hold a dread and fear for us if at all times we are alert to any warning signs—and of course, visit our doctor for periodic check-

Mrs. Davis informed us of the Cytology Clinic that would be opened in Charlotte that will help tremendously in detecting Cancer among people in this area. Charlotte is indeed fortunate to have secured this laboratory, for it is set up, she said, in spot areas all over the country. Certain cases are studied over a period of years and very important data is expected to be derived from these various places over the country.

Mrs. Cheek, President, presided at the meeting and introduced the following new members—Mrs. Carl Geanes and Mrs. Henry Huber; prospective members—Mrs. Paul Smith and Mrs. William Kaleel; guest—James C. Y. Daniel, Ethel Hayes, and F. Quay.

The decorations—a lovely arrangement of white and orange gladioli interspersed with greenery—were in charge of Mrs. Ed Johnson. The devotional was given by Mrs. Robert L. White. Mrs. C. E. Reynolds, Jr., Mrs. P. W. Kendall, and Mrs. D. Jackson won the door prizes.

Our Social Chairman, Mrs. Claude Norwood, announced that plans for our annual Big Party for the benefit of the Scholarship Fund were progressing very nicely. The party will be on Wednesday, March 1, at the Veterans Center on East Morehead Street, beginning at 1:30 p.m. Tickets \$1.50 each and may be secured from any member of the Auxiliary, or by calling Mrs. W. Bennick, ED 4-7728 or Mrs. E. H. Humle, FR 5-3552. Advance reservations indicate that we may expect an even larger crowd than last year.

Greensboro

The Greensboro Branch of the Guilford Medical Auxiliary entertained the local drug and dental auxiliaries at a fashion show

on February 28, at the Starmount Forest Country Club.

Members and guests were welcomed by Mrs. Thomas A. Henson, medical auxiliary president. Arrangements were made to compile a list of former nurses who are willing to assist the Guilford County Welfare Department in giving polio shots.

Winston-Salem

Mr. William E. Church, Clerk of Forsyth County Superior Court, was guest speaker at the regular monthly meeting of the Apothecary Club of Winston-Salem held Thursday evening, February 2, at the home of Mrs. B. G. Warren. Mrs. Charlie Davis introduced Mr. Church who spoke on "Deeds and Wills," emphasizing the importance of having deeds correctly drawn and of being sure your will states exactly what you mean. He gave specific illustrations from the records of his office and was most helpful in answering our questions.

Mrs. Bruce Woosley, president, presided over the business meeting during which the Club voted to give a \$125.00 scholarship to Stuart Rollins, a student at the School of Pharmacy, and to make a donation to the March of Dimes.

Mrs. Ray N. Tesh had roll call and minutes and read a letter of appreciation from the Christmas Toy Shop Committee. The following reports were given: Treasurer's Mrs. Louis Ferguson; Sunshine, Mrs. M. V. Williams; and Membership, Mrs. L. Craig Lewis.

Mesdames G. S. Hartis, Les Myers and L. Craig Lewis, associate hostesses, assisted in serving the twenty-six members present.

Departs With Cash

An unidentified man walked into Raleigh's City Drug Store and handed a note to a clerk: "Give me all the money you have. If you call the police, I will kill you. Please be smart. I want all of it."

Later, a suspect, was picked up in Richmond, Virginia. Cash involved; \$70 to \$75.

We're the Same

Here's the text of an ad which appeared in the *Reidsville Review*, January 9, 1956:

New Name! But we're the same. Our new name is "Link Bros. Pharmacy" but you'll still find the same friendly folks at the same location.

Maybe you're wondering how we selected our new name. Here's how:

Webster says a pharmacy is "a place where medicines are compounded or dispensed." Since filling prescriptions is the most important part of our business, we like the word "Pharmacy."

Since the Link family has been sole owner of this pharmacy since 1940, we decided to use the name LINK BROS. (for H. E., Nathan and Phil).

And, in another advertisement, the management stated: "The fountain's out but don't you pout." The pharmacy provides refreshment from a coke machine.

Vick Buys National

The Vick Chemical Company has purchased the properties, assets and business of the National Drug Company, Philadelphia.

National will retain its identity and continue to operate as a separate division of Vick.

New Scott Officials

Newly elected officers of Scott Drug Company, Charlotte: James A. Wolfe, assistant vice-president; Carl H. Geanes, assistant treasurer; and Leonard C. House, assistant secretary.

Named Dinner Official

James R. Nelson, manager of Eckerd Drug Store, Durham, is serving as vice chairman of the Durham Merchants Association 1956 Annual Dinner Committee. The dinner is scheduled for March 19.

B A R G A I N !



ABOVE FIXTURES FOR SALE

J. P. B. CONNELL, HENDERSON, N. C.

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Lilly
HERE WELL BOUGHT

NOT A ONE-SHOT SALE

'Multicebrin' Jr. (Pan-Vitamins, Lilly) is one of the best vitamin repeaters that the retailer has had in a long time. Parents are becoming increasingly aware of the fact that 'tween-agers (5-to-12-year-olds) need a complete vitamin supplement as much as or more than any other age group.

The repeat sales that follow your recommendation are consistent and profitable. Take advantage of the special offer of one dozen bottles of sixty. Send your orders to us.

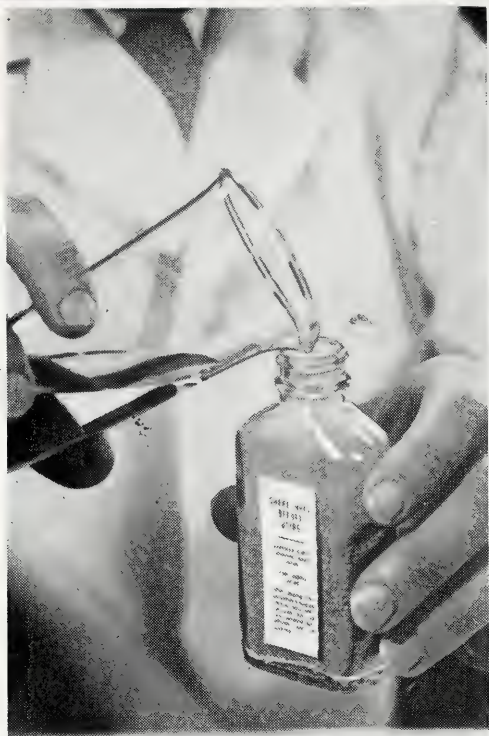
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More Prescriptions FOR MORE CUSTOMERS Than Ever Before

The ever-growing population of babies and youngsters means a sharp increase in prescriptions for 'V-Cillin' (Penicillin V, Lilly), Pediatric. This zooming prescription item offers the same therapeutic advantages as Pulvules No. 20, 'V-Cillin,' one of the biggest prescription products on the market today. Youngsters as well as grownups are delighted with its fresh tropical-fruit flavor and easy administration. More and more physicians are prescribing 'V-Cillin,' Pediatric, daily. Don't be out of stock. Send your orders to us. M-125 is supplied in 80-cc. (16-dose) packages.



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THE W. H. KING DRUG COMPANY

"The House of Friendly and Dependable Service"

Raleigh, North Carolina

The Carolina JOURNAL OF PHARMACY

Published Monthly by the North Carolina Pharmacists' Association at Chapel Hill, N. C.

S. O. BALCONY



L. W. Millican, Southeastern Manager, Bauer & Black, points out how ability and training help sales. Story on page 149.

MAY, 1956

LXVII Number 4

Convention Issue

for better health during pregnancy

PRENALAC

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... provides recommended daily vitamin and mineral allowances suggested by the Food and Nutrition Board of the National Research Council. In addition, vitamin B₁₂ and folic acid have been added to broaden the nutritional support.

Attractive blue-and-pink pulvules appeal to your customers. Feature 'Prenalac' and get your

share of this profitable market.

In packages of 100, 500, 1,000, and 5,000 (No. 324).

Is your stock adequate?

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Because your doctors remember the well-promoted COMBEX name—and identify it with B-complex preparations of assured quality—you can rely on the entire COMBEX line to ring up extra sales at your vitamin counter.

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COMBEX KAPSEALS®

bottles of 100, 500, and 1,000

for combined B-complex and C deficiencies

COMBEX WITH VITAMIN C KAPSEALS

bottles of 100, 500 and 1,000

to supply higher potency B-complex and C

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for a rapid increase in B-complex reserves

COMBEX PARENTERAL

10-cc. vials

provides B-complex

plus the starch-digestant Taka-Diastase®

TAKA-COMBEX® KAPSEALS

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TAKA-COMBEX ELIXIR

bottles of 1 pint



PARKE, DAVIS & COMPANY DETROIT, MICHIGAN



He can scratch up sales for you!

This humorous little man is the prime attention-getter of the new RHULICREAM counter display.

The big outdoor season is just beginning and this eye-catching "itchy man" is ready to help you sell RHULICREAM—Lederle's outstanding analgesic-anesthetic cream for the relief of pain and itching caused by poison ivy, poison oak, insect bites, and other minor skin irritations.

TO BOOST YOUR NET, Lederle now offers three sensational deals, giving you as much as 55% profit. Pick the deal that's best for you, then stock up and get your share of fast and easy RHULICREAM profits!

You make
up to

55%

profit



*REG. U. S. PAT. OFF.

RHULICREAM*

A N A L G E S I C - A N E S T H E T I C

	Deal #3	Deal #2	Deal #1
You buy	108 tubes	60 tubes	22 tubes
You get FREE	36 tubes	12 tubes	2 tubes
	144 tubes	72 tubes	24 tubes
Your cost	\$ 48.60	\$ 27.00	\$ 9.90
Retail value			
@ 75¢ a tube	108.00	54.00	18.00
Your profit	59.40	27.00	8.10
Percent Profit	55%	50%	45%

LEDERLE LABORATORIES DIVISION AMERICAN CYANAMID COMPANY
PEARL RIVER, NEW YORK

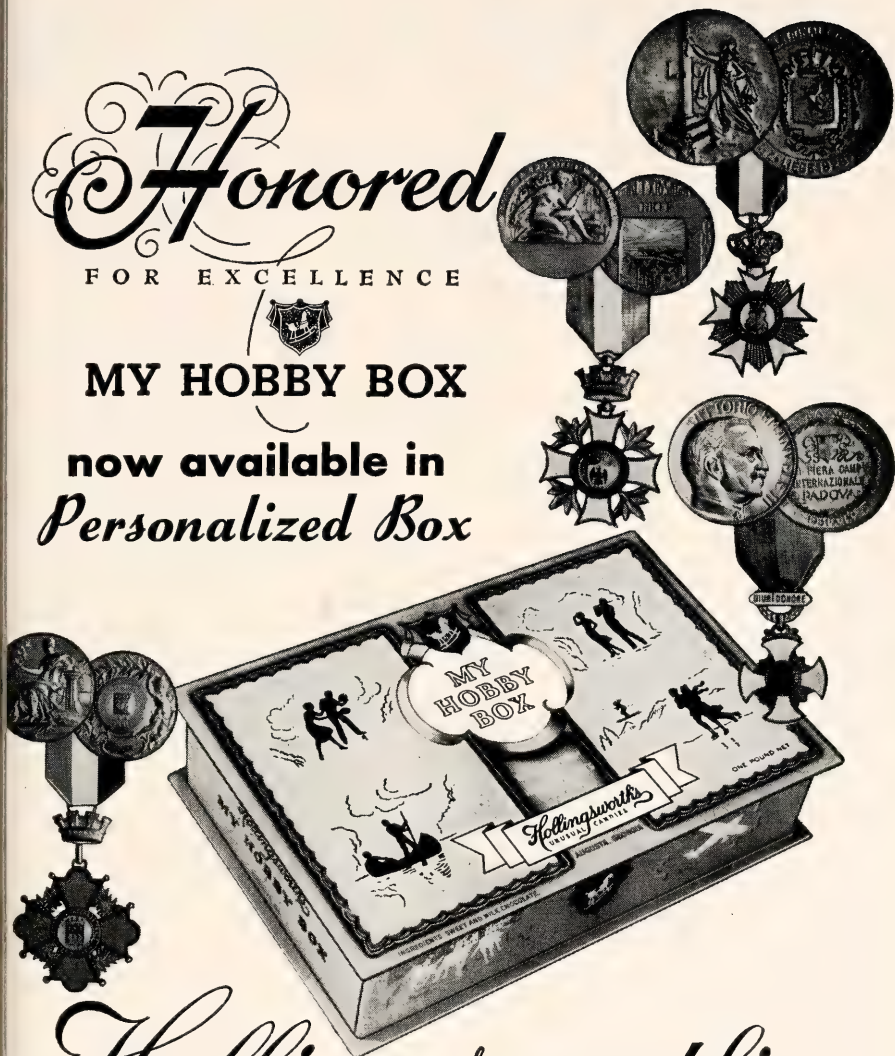
Honored

FOR EXCELLENCE



MY HOBBY BOX

now available in
Personalized Box



Hollingsworth's

UNUSUAL CANDIES

FOR THOSE WHO LOVE FINE THINGS

A WARM WELCOME TO
N.C.P.A., WOMAN'S AUXILIARY AND T.M.A.
MEMBERS ATTENDING
THE STATE PHARMACEUTICAL
CONVENTION

MAY 8-9-10

RALEIGH



WE LOOK FORWARD TO SEEING OUR MANY
FRIENDS AND ASSOCIATES THERE.

TRY YOUR DRUG WHOLESALER FIRST



JUSTICE DRUG COMPANY

Greensboro, N. C.

DEPENDABLE SERVICE SINCE 1898

The Carolina JOURNAL OF PHARMACY

APRIL, 1956

VOL. XXXVII No. 4

★

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PHARMACEUTICAL
ASSOCIATION

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Windsor

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Y'ALL COME

W. B. Gurley

President

The Carolina Journal of Pharmacy is published monthly by the N. C. Pharmaceutical Association, Box 151, Chapel Hill, N. C. Subscription rate: \$3.00 a year; single copy, 25 cents. Entered as second class matter July 5, 1922 at the post office at Chapel Hill, North Carolina under the Act of March 3, 1879.

Convention Program

of the
Seventy-sixth Annual Meeting
 of the
North Carolina
Pharmaceutical Association

Sir Walter Hotel
Raleigh

TUESDAY, MAY 8

2:00 P.M.

Registration, main lobby

3:00 P.M.

Exhibit of Parke, Davis' paintings, "History of Pharmacy," opens. Virginia Dare and Elizabeth Ballrooms.

8:00 P.M.

Presidents' Reception. Virginia Dare and Elizabeth Ballrooms.

WEDNESDAY, MAY 9

Elizabeth Room

9:00 A.M.

Call to Order

NCPA—W. B. Gurley

TMA—James M. Darlington

Woman's Auxiliary—Mrs. W. P. Brewer

Invocation

The Reverend John W. Kincheloe Pastor,
 Hayes Barton Baptist Church

Address of Welcome

The Honorable Fred B. Wheeler, Mayor
 of the City of Raleigh

Response

Sam W. McFalls, Greensboro

Address

The Honorable Luther H. Hodges, Governor
 of North Carolina

Rite of the Roses

John T. Stevenson, Elizabeth City

Annual Report of the President

W. B. Gurley, Windsor

A Suggested Public Relations Program

E. W. Woolard, Henderson

Adjournment for Lunch

WEDNESDAY, MAY 9

Elizabeth Room

2:00 P.M.

Call to Order and Announcements

President W. B. Gurley

Annual Board of Pharmacy Report

H. C. McAllister, Secretary-Treasurer

Address

Attorney J. Ruffin Bailey

Address—"Confusion Carefully Compounded"

Richard T. Sanner, Assistant Manager
 Professional Relations, Parke, Davis & Co

"Prescribing by Dentists"

Ben F. Cooper

Lecturer in Pharmacy, UNC

A Report—"Uniform Rx Product Information Cards"

Herbert E. Lovett, Chairman
 Papers & Queries Committee

Report—MD-Owned Pharmacies

Edwin R. Fuller, Salisbury

Adjournment to Thursday Morning

THURSDAY, MAY 10

Elizabeth Room

9:00 A.M.

Call to Order and Announcements

President W. B. Gurley

Report—The NCPA Year

W. J. Smith, Secretary-Treasurer

Report—The School of Pharmacy, UNC

Dean E. A. Brecht

Report—UNC Visitation Committee

C. D. Blanton, Chairman

Report—The Pharmaceutical Research Foundation

President Roger A. McDuffie

"Employee Compensation-Incentive Plans"

James W. Harrison, Chairman Committee
 on Trade Interests

"Growing Up to Meet Our Responsibilities"

Louis E. Kazin, Associate Editor
 Drug Topics

Open Forum

Questions and Answers

Adjournment for Lunch

THURSDAY, MAY 10

Elizabeth Room

2:00 P.M.

Call to Order and Announcements

President W. B. Gurley

Greetings From

The Woman's Auxiliary—Mrs. W. P. Brewer

The Traveling Men's Auxiliary—James M. Darlington

What About Fair Trade?

G. E. Andes, Chairman
 Fair Trade Committee

"How to Be a Go-Getter"

Rease Inge, Regional Manager
 E. R. Squibb & Sons

"How to Put 'Vim' Into Vitamin Selling"

George A. Stevenson, Div. Sales Manager
The Upjohn Company

"Sweet Profits"

W. Dorsey Welch, Jr., Washington

Reports**Committee on the President's Address****Committee on Time and Place****Committee on Resolutions****Registrar—C. M. Andrews****Nominating Committee****Installation of Officers****Final Adjournment****LADIES AUXILIARY PROGRAM**

At Sir Walter Unless Specified Otherwise)

Tuesday, May 8

- 2:00 p.m.—Registration
- 3:00 p.m.—Exhibit of Paintings
- 8:00 p.m.—Presidents' Reception

Wednesday, May 9

- 9:00 a.m.—Opening Session—Elizabeth Room
- 9:00 a.m.—TMA Golf Tournament—Carolina Country Club
- 9:30 a.m.—Breakfast-Bridge, Virginia Dare Room
- 4:00 p.m.—Tea at Governor's Mansion
- 8:00 p.m.—W. H. King Drug Company Floor Show and Dance, Memorial Auditorium

Thursday, May 10

- 10:00 a.m.—Business Session, Virginia Dare Room (details on page 141)
- 2:30 p.m.—Luncheon and Fashion Show, State College Student Union Building
- 4:00 p.m.—Prize Drawing, Virginia Dare Room
- 8:00 p.m.—TMA Floor Show & Dance, Memorial Auditorium

TRAVELING MEN'S AUXILIARY

The annual TMA Business Session is scheduled for Thursday, May 10, 12 noon, in the Virginia Dare Ballroom, with James A. Darlington, president, presiding.

That night, the TMA's will be host to the entire convention at their "Annual TMA Floor Show & Dance," which is scheduled in the nearby Memorial Auditorium.

A TMA-sponsored Golf Tournament, under the capable leadership of W. W. Morton, will get underway on the morning of May 11 at The Carolina Country Club. Golf trophies to the winners.

PROGRAM OF ENTERTAINMENT**TUESDAY, MAY 8**

- * 3:00 p.m. Art Exhibit opens in Elizabeth-Virginia Dare Ballrooms
- * 8:00 p.m. Presidents' Reception. Ballrooms of the Sir Walter.

WEDNESDAY, MAY 9

- * 9:00 a.m. TMA Golf Tournament. Carolina Country Club.
- * 9:30 a.m. Auxiliary Breakfast-Bridge. Virginia Dare Room.
- * 4:00 p.m. Tea at the Governor's Mansion.
- * 8:00 p.m. W. H. King Drug Company Floor Show & Dance. Memorial Auditorium

THURSDAY, MAY 10

- * 12:30 p.m. Auxiliary Luncheon & Fashion Show. State College Student Union Building
- * 4:00 p.m. Auxiliary Prize Drawing. Virginia Dare Room.
- * 8:00 p.m. TMA Floor Show & Dance. Memorial Auditorium.

SPONSORS

Pharmacy Exhibit—Parke, Davis & Company
Presidents' Reception—Pine State Creamery
NCPA Past-Presidents' Breakfast—Justice Drug Company
Golf Tournament—Green fees paid by B. C. Remedy Company
Auxiliary Breakfast-Bridge—Borden Ice Cream Company
King Floor Show & Dance—W. H. King Drug Company
Auxiliary Past-Presidents' Breakfast—W. H. King Drug Co.
Auxiliary Luncheon—Southern Dairies
Auxiliary Fashion Show—MacJosephs
TMA Floor Show & Dance—The Traveling Men's Auxiliary

CONVENTION BRIEFS

1. The Woman's Auxiliary will conduct a "Mystery Box" sale at the registration desk. Funds will be used for Auxiliary-approved projects.
2. Lance, Coca-Cola and Southern Dairies will be in the Roanoke Room with crackers, cokes and milk products.
3. Kappa Psi and Phi Delta Chi are scheduling fraternity dinners. Details at the registration desk.
4. Valuable prizes will be given away by The Woman's Auxiliary and The Traveling Men's Auxiliary (golf). Contributors will be recognized direct.

Extensive Woman's Auxiliary Program Planned

Mrs. W. P. Brewer, President, will preside over the many convention activities provided for the pleasure of the Woman's Auxiliary members by the Raleigh Woman's Drug Club and their sponsors.

In addition to the social events, awarding of valuable prizes, sale of "Mystery Boxes," etc., Mrs. Brewer will conduct the business session on Thursday morning, May 10.

Betty Vaden Williams, featured as an entertainment note during the business session, will lighten the necessary business chores. The session will deal with projects to be sponsored, reports of standing committees, reports of local auxiliaries, and installation of officers for the coming year. Mrs. Brewer hopes a large percentage of the membership will be present.



MRS. WILLIAM P. BREWER
President
Woman's Auxiliary



WOMAN'S AUXILIARY OFFICERS—Front row, left to right: Mrs. W. P. Brewer, Greensboro, President; Mrs. Leon Cahill, Winston-Salem, First Vice-President; Mrs. P. W. Kendall, Charlotte, Second Vice-President; Mrs. Gordon Cory, Greensboro, Secretary; Mrs. B. R. Harward, Raleigh, Treasurer. Standing, left to right: Mrs. Carson Southern, High Point, Parliamentarian; Mrs. W. D. Welch, Washington, Historian; Mrs. E. R. Fuller, Advisor; Mrs. Graham Culbreth, Advisor.

WOMAN'S AUXILIARY BUSINESS SESSION

Virginia Dare Ballroom, Sir Walter Hotel

Thursday, May 10, 10 A.M.

Call to Order	
Devotional.....	Mrs. F. F. Potter
Greetings.....	Mrs. Grady Britt
Response.....	Mrs. W. A. Ward
Musical Selections.....	Mrs. Betty Vaiden Williams
Roll Call	
Reading of Minutes	
Report of Treasurer.....	Mrs. B. R. Harward
Report of Parliamentarian.....	Mrs. Carson Southern
Report of Historian.....	Mrs. W. D. Welch, Jr.
Standing Committee Reports	
Executive.....	Mrs. Graham Culbreth
Hospitality.....	Mrs. P. W. Kendall
Membership.....	Mrs. Leon Cahill
Resolutions.....	Mrs. W. H. Burbage
Publicity.....	Mrs. J. W. Harrison
Projects.....	Mrs. W. F. Elmore
Nominating.....	Mrs. C. D. Blanton
Greetings	
N.C.P.A.....	W. B. Gurley, President
School of Pharmacy.....	E. A. Brecht, Dean
T.M.A.....	J. M. Darlington, President
Reports of Local Auxiliaries	
Winston-Salem.....	Mrs. Bruce Woosley
Wilmington.....	Mrs. P. H. Heaton, Jr.
Raleigh.....	Mrs. Grady Britt
Pharmacy Wives.....	Mrs. John Andrews
Lizzie Hancock.....	Mrs. D. O. Langston
High Point.....	Mrs. Osgood Kight
Greensboro.....	Mrs. W. E. Davis
Charlotte.....	Mrs. G. B. Cheek
Burlington-Alamance.....	Mrs. J. T. McLean
Asheville.....	Mrs. T. D. Bennett
President's Report and Recommendations	
Installation of Officers.....	Mrs. M. L. Jacobs
Announcements	
Adjournment	



JAMES M. DARLINGTON
President
Traveling Men's Auxiliary

See You at the Convention

The Traveling Men's Auxiliary of the NCPA—one of the largest auxiliaries of its type in this country—can always be counted on to support the annual meetings of the Pharmaceutical Association. This year is no exception.

In addition to sponsoring the concluding party on Thursday night, which we understand will compare favorably with the better TMA Entertainment Events in the past, the organization has set up a golf tournament on Wednesday morning.

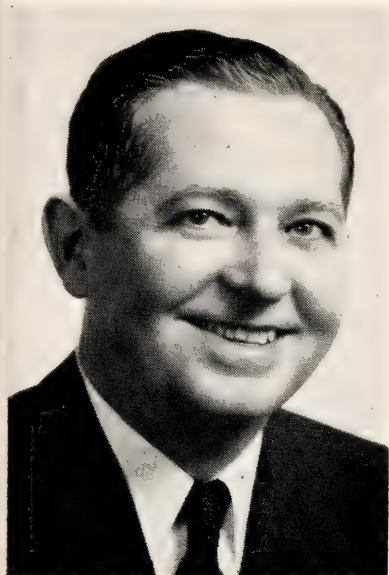
Election of officers and transaction of business comes on Thursday, May 10, 12 noon, Virginia Dare Ballroom of the Sir Walter.

President Darlington, Secretary Goodrich, the officers and directors of The Traveling Men's Auxiliary will be looking forward with pleasure to seeing you in Raleigh on May 8-10.



OFFICERS OF THE TRAVELING MEN'S AUXILIARY—Joyce Warren, assistant secretary-treasurer; J. Floyd Goodrich, secretary-treasurer; James M. Darlington, president; and Stephen Forrest, vice-president. Directors standing in the rear (left to right): R. L. White, R. H. Brownie, Stan Perry and G. C. Hartis.

GENERAL CONVENTION CHAIRMEN



ROBERT I. (BOB) CROMLEY

Robert I. (Bob) Cromley, operator of two retail pharmacies in Raleigh (one in the headquarters hotel), is in charge of all local NCPA Convention arrangements.

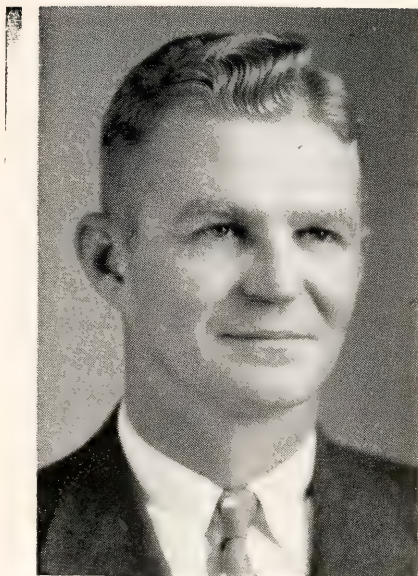
Bob did such an excellent job in a similar capacity when the NCPA last met in Raleigh, he was called on for a repeat performance.

Mrs. Homer Starling, a past president of The Auxiliary and the wife of the President of The W. H. King Drug Company, is working with about 100 members of The Raleigh Auxiliary (list on pages 144-145) to assure the success of the ladies' parties.

S. T. (Steve) Forrest of Greensboro has charge of the TMA Entertainment, which concludes the convention. He, together with R. C. NeSmith, who is assisting, promise a first-rate floor show and orchestra for the dance which follows.



MRS. HOMER STARLING



STEPHEN T. FORREST

Woman's Auxiliary Convention Committees, 1956

Mrs. Homer C. Starling, Chairman

Mrs. W. Hooper Wilson
Co-Chairman

Mrs. Grady Britt
Co-Chairman

Registration:

Mrs. Leonard H. Crumpler, Chairman
Mrs. Rupert Cox, Co-Chairman
Mrs. W. A. Burwell, Co-Chairman
Mrs. Joe Gillespie
Mrs. H. D. Sanford
Mrs. Graham Gregory
Mrs. W. D. Pearce

Presidents' Reception:

Mrs. Robert I. Cromley, Chairman
Mrs. B. F. Page, Co-Chairman
Mrs. B. D. Arnold
Mrs. John E. Treadwell
Mrs. M. B. Melvin
Mrs. Phil Gattis

Auxiliary Breakfast:

Mrs. Robert L. Brown, Chairman
Mrs. Tom Sanders, Co-Chairman
Mrs. L. E. Auckland
Mrs. Norwood T. Taylor
Mrs. John Buffaloe
Mrs. Kenneth Franklin
Mrs. Phifer Fullenwider

Bridge:

Mrs. Ralph E. Woodcock, Chairman
Mrs. H. G. Price, Co-Chairman
Mrs. W. F. Matthews, Jr.
Mrs. Rupert Cox
Mrs. H. W. Brege
Mrs. George F. Bryan
Mrs. Walter C. File
Mrs. Hobson Gattis
Mrs. Thomas R. Rand, Jr.
Mrs. Hugh J. Singleton

Tea—Governor's Mansion

Mrs. O. G. Duke, Jr., Chairman
Mrs. John E. Treadwell, Co-Chairman
Mrs. W. I. Berryhill
Mrs. Phil Gattis
Mrs. Robert I. Cromley

Transportation:

Mrs. Billy R. Murray, Chairman
Mrs. Joe B. Vinson, Co-Chairman

Music:

Mrs. W. F. Matthews, Jr., Chairman

Publicity:

Mrs. Henry P. Ferrell, Chairman
Mrs. George F. Bryan, Co-Chairman
Mrs. Tom Sanders

Mystery Boxes:

Mrs. W. F. Elmore, Chairman

Past-Presidents' Breakfast:

Mrs. B. F. Page, Chairman
Mrs. J. R. Brockwell, Co-Chairman
Mrs. R. W. Hunter, Co-Chairman

Luncheon & Tour:

Mrs. Harold W. Diggett, Chairman
Mrs. R. L. Whitfield, Co-Chairman
Mrs. John E. Treadwell
Mrs. Jack B. Morris
Mrs. Frank Peacock
Mrs. W. D. Pearce

Fashion Show:

Mrs. W. F. Elmore, Chairman

Prizes:

Mrs. J. C. Warren, Jr., Chairman
Mrs. Moffett Moore, Co-Chairman
Mrs. Banks Kerr
Mrs. Frank Peacock
Mrs. Tom Sanders
Miss Margaret Nunnery
Mrs. K. V. Lyon
Mrs. W. I. Berryhill
Mrs. Hobson Gattis
Mrs. Tom C. Clark
Mrs. Graham Gregory

Prize Box:

Miss Evelyn Newsome, Chairman

Hospitality:

Mrs. W. Hooper Wilson, Chairman
Mrs. M. B. Melvin, Co-Chairman
Mrs. Robert L. Brown
Mrs. Moffett Moore
Mrs. O. G. Duke, Jr.
Mrs. K. E. Handy
Mrs. Tom C. Clark
Mrs. Henry P. Ferrell
Mrs. J. C. Warren, Jr.
Mrs. W. D. Pearce
Mrs. W. F. Matthews, Jr.

Decorations:

Mrs. D. L. Jordan, Chairman
Mrs. J. S. Cox, Co-Chairman
Mrs. John E. Treadwell
Mrs. H. G. Price
Mrs. M. B. Melvin
Mrs. R. W. Hunter
Mrs. Billy R. Murray
Mrs. Romas T. White, Jr.

Pages:

Mrs. Robert L. Brown
Mrs. Ralph E. Woodcock

Mrs. Joe Gillespie
Mrs. Romas T. White, Jr.

N. C. P. A. Convention Committees, 1956**Robert I. Cromley, Chairman****Executive Committee**

A. B. Melvin, Chairman
J. D. Gattis, Co-Chairman
J. C. Daniel
W. D. Kerr
W. C. Starling

Reception Committee

J. G. Price, Chairman
J. D. Arnold, Co-Chairman
J. H. Crumpler

T. H. Johnson

D. L. Jordan

Publicity Committee

B. O. Lockhart, Chairman
George Bryan, Co-Chairman
J. H. Bius
H. I. Gattis
Mrs. June B. West

Welcome Committee

Grady Britt, Chairman

John Treadwell, Co-Chairman

H. S. Barbrey	W. P. Faucette	L. D. Morse
W. G. Brannan	Phifer Fullenwider	Miss Marina Moseley
J. C. Brantley, Jr.	C. L. Futrell	B. R. Murray
J. C. Brantley, Sr.	W. C. Griffin	J. E. Phillips
H. W. Brege	Reginald Hamlet	Mrs. Jean B. Provo
W. A. Burwell	K. E. Handy	Bill Scarborough
Robert Collins	C. G. Hicks	N. T. Taylor
J. Ben Coppedge	W. L. Johnson	E. McD. Ussery
W. C. Cox	W. R. Johnson	J. B. Vinson
J. S. Coxe	J. I. Matthews	R. C. Walton
J. N. Dodd	Jack Morris	W. W. Wiggins
Oscar Elmore		W. H. Wilson

Traveling Men's Auxiliary, 1956

S. T. Forrest, Chairman

R. C. NeSmith, Co-Chairman

W. W. Morton, Chairman for Golf Tournament

Truman-Daniel

By the time this issue of THE JOURNAL appears, Miss Margaret Truman and E. C. Daniel, Jr. will have been united in marriage.

The press, both state-wide and nation-wide, has broadcast the news so we assume everyone is aware of the engagement and marriage in Independence, Missouri.

Two facts are evident: (1) Miss Truman is joining a family of which we are mighty proud; and (2) the groom's father and mother, upon their return to North Carolina, will be faced with numerous questions concerning their visit to the Truman homestead.

Both Mr. and Mrs. Daniel, Sr. are expected to attend the Raleigh Convention in May.

To Be Shown at Convention

Million Dollar Pharmacy Exhibit

Pharmacists of North Carolina will have a rare treat in store for them when they attend their state pharmaceutical convention, this year. They will be privileged to see the first showings of the complete group of original oil paintings in the series, "A History of Pharmacy in Pictures." The exhibit will be presented by Parke, Davis & Company, the organization which undertook this tremendous project in behalf of the profession of Pharmacy.

The paintings, on their original canvasses, will be shown at the Convention of the North Carolina Pharmaceutical Association, Sir Walter Hotel, Raleigh, May 8.

Richard T. Sanner, Assistant Manager of Trade Relations, will attend the North Carolina meeting.

"A History of Pharmacy in Pictures" is truly an amazing collection. The 40 paintings cover events in the history of the profession from "Before the Dawn of History," to "Pharmacy Today and Tomorrow." It is said to be the most extensive and comprehensive undertaking of its kind ever attempted in behalf of any profession. The exhibit represents an investment by Parke, Davis & Company of well over a million dollars. The series was conceived by Mr. Bender some 18 years ago. Intensive research on the series was begun in 1949, and has continued up to early 1956, when the final painting was completed and authenticated. Direction of the project has been Mr. Bender's responsibility, and he has written the historical articles that have accompanied the pictures when they have been reproduced. The entire series of oils was painted by Robert A. Thom, a talented young artist whose home is in Birmingham, Michigan, and who has become internationally famous as a result of this commission.

Pharmacists who have been interested in "A History of Pharmacy in Pictures" through the colorful prints which have been made available by Parke-Davis, have a new thrill awaiting them when they see the original oils. The paintings vary greatly in

size. The smallest is 19 x 25 inches; the largest, 45 x 60 inches. Each painting is enclosed in a frame created especially for it. Many of these have been made by the internationally famous House of Heydenryk of New York City. These frames reflect not only the period of the picture, but augment its mood and color as well.

Artist Thom's work in this series has been highly commended in art circles. At times his style has been compared with that of the old masters. Brilliant as the paintings are in their depiction of outstanding events in Pharmacy's history, they become the more significant when one considers the immense amount of research and investigation that went on before ever a brush touched the canvas. Mr. Bender and Mr. Thom estimate that they have traveled more than a quarter million miles accumulating the data behind these pictures, and in consulting experts in each of the 40 subject-fields which the pictures cover. Mr. Thom spent 4 months in Europe in 1953, researching six of the pictures on the sites where the events took place.

The full series of 40 paintings has become available only this year, however; and the showings in the Southeastern states will have been preceded only by the premier showing of the entire series at the Convention of the American Pharmaceutical Association in Detroit, April 11.

Reproductions of "A History of Pharmacy in Pictures" may be found in thousands of pharmacies throughout the United States and Canada; and in many public museums and educational institutions. In fact, there has been a great demand for them overseas. Dr. Harry J. Loynd, President of Parke, Davis & Company, who travels the world visiting Parke-Davis installations, states that he has seen prints of the pictures proudly displayed by pharmacists in every country he has visited.

Not all of the paintings have been reproduced as yet. Several of them have been completed and authenticated only in recent months.

The team of Bender and Thom has been guided from the start of the project by the sage advice and assistance of Dr. George Urdang, Director of the American Institute of the History of Pharmacy, Madison, Wisconsin. Dr. Urdang is recognized as the leading historian in Pharmacy in the world today. The team also has consulted many experts in many fields of science and antiquity to make sure of the facts that underlie each painting.

Mr. Thom is a native of Michigan, has studied at the Columbus Institute of Fine Arts, and under the well-known New England painter-teacher, Robert Brackmann. For a number of years he operated a successful commercial art studio in downtown Detroit. About two years ago he sold this enterprise to devote his entire time to serious painting. Mr. Thom now works in a beautiful studio annex at his home, some 25 miles out of Detroit.

Mr. Bender is a pharmacist, educated at

the Division of Pharmacy of South Dakota State College. He also has received an honorary degree of Master in Pharmacy from Philadelphia College of Pharmacy and Science. After several years in retail pharmacy, he entered pharmaceutical journalism, a career in which he has been engaged for the past 27 years. Prior to joining Parke-Davis as Editor of *Modern Pharmacy*, he served as Editor of *The North Western Druggist*, the *N.A.R.D. Journal*, and also was associated for a time with the *American Druggist*. At present, Mr. Bender is Manager of Retail Sales Promotion for Parke, Davis & Company. He is well known in the Southeastern states, having taken part in several convention programs in this area in the past 10 years.

Plan to allow plenty of time to see these beautiful paintings at your State Convention. You will want to look at each of the 40 pictures and absorb the full import of their message in behalf of your profession.



Mr. Bender and artist Thom shown looking at introductory painting to the series, "A History of Pharmacy," in pictures.

GREETINGS

to the

- ★ N. C. Pharmaceutical Association
- ★ The Woman's Auxiliary of the NCPA
- ★ The Traveling Men's Auxiliary of the NCPA

We look forward with pleasure to meeting our old friends . . . and making new friends . . . in Raleigh on May 8-9-10.

May your 1956 Convention
Be a Happy and Profitable One!



BURWELL & DUNN COMPANY

Wholesale Druggists

P. O. Box 2175

Charlotte 1, N. C.

Sales Grow Where Sales People Know

Did you know 75% of all sales are made by 25% of people engaged in selling?

If you are now in the 75% group who share the small slice of pie, can you do better? The answer is "yes," if you are willing to learn how.

Recently the American Marketing Association forecast consumer income will increase 20% in ten years. With this kind of money to build on, there will be room for many types of distribution: self-service, personal service and the like.

In a retail drug store you make two impacts on your customer: (1) the impersonal, by merchandise displays and fixtures, and (2) the personal impact, which is the impact you make when you present merchandise to your customers.

Let us explore the opportunities in personal selling.

In recent years personal retail selling efficiency has been on the decline. However, some encouraging things are happening, such as this sales school, the retailing course sponsored by Rutgers University last year, and the educational work in the selling field by individual stores, chains, etc.

In a dynamic economy, competition is always present. The drug store is no exception. Today, you have new competitors. More outlets are competing for the same products. However, in certain fields, such as surgical elastic goods, rubber goods, fever thermometers and the like, you have some definite advantages.

For 250 years the drug store has been the logical headquarters for health items. Customers go to drug stores, not only to buy, but for information and advice. Drug stores will remain headquarters for these goods so long as sales people provide helpful information and advice.

It is imperative for drug store sales people to know their merchandise. The average housewife makes six trips to the supermarket to one to the drug store, therefore intelligent selling of merchandise of the drug store is a "must."

It's a known fact people trade where they like the sales clerks, where the sales person

•

By

L. W. MILLICAN

*Southeastern Manager
Bauer & Black*

Atlanta, Ga.

•

shows an interest in their needs and indicates their business is appreciated. Seven out of every ten customers are lost for one reason—indifference on the part of the sales person.

Sales training and product knowledge is essential if drug store sales people are to give the service on health products customers expect. How are we to obtain this knowledge and improve our sales techniques?

The average drug store owner is a professionally trained pharmacist. But the pharmacist is also a merchant, with 75% of his sales coming from merchandise other than prescriptions.

It's obviously impossible for the owner or manager to train his sales people on the thousands of products to be found in the

(Continued on Page 150)



SALES GROW

average drug store. But a good job can be done on the major lines. Your own *Drug Topics* figures on consumer spending tell you which are important to you.

Remember your advantages:

1. You have the advantage of working in a store managed by the only merchant required by law to be educated.
2. You have a monopoly on Rx business with opportunity for related sales.
3. You have the advantage of personal contact with your customers. In my opinion, this is your greatest single advantage.

One of the best ways to meet and beat your competition is through improved product knowledge and selling techniques. It is your big "plus."

Before we go further into selling techniques, let us look at what customers have to say about retail sales people. Customers complain of your (1) indifferent attitude, (2) lack of courtesy, (3) talking back, (4) inconsiderate, (5) superior attitude, (6) ignorance of merchandise, and (7) do not know stock.

Here is what customers expect of you:

- (1) Greet them cordially and promptly,
- (2) display and demonstrate the merchandise and indicate a willingness to help,
- (3) volunteer helpful information,
- (4) suggest desirable merchandise, and
- (5) maintain interest.

Never wait for a customer to walk up to you if it can be avoided. Take several steps toward the customer as he or she enters your store. Act pleased that the customer came. Ask what you can do for the customer.

The next step is to ask an intelligent question. Here is where you start the process which sets you apart from those who merely "wait on customers."

If a customer asks for a roll of adhesive, never say "What size?"; say, "Do you prefer the wide or the narrow?". Suggest the customer step with you to your first aid department where he or she may select the size best suited to the customer's needs.

You may find it difficult at first to always find the proper appeal, but with practice, study of the labels on the merchandise and

**Reabela Tablets**

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

Reaco A & D Capsules

\$10.00 Doz. 100s

A. E. P. Tablets

\$24.00 Doz. 100s

Pyridoxine HCl (B6) 10 mg. Tablets

\$2.25 per 100

Pyridoxine HCl (B6) 25 mg. Tablets

\$4.50 per 100

Pyridoxine HCl (B6) 50 mg. Tablets

\$7.50 per 100

Reavita Capsules

\$34.80 Doz. 100s

\$28.00 per 1000

Neo-Reavita

\$36.00 Doz. 100s

Reacaps

\$25.80 Doz. 100s

Rea-Secal

\$15.00 Doz. 100s

Your cooperation in stocking Reaco Products is appreciated

REACO PRODUCTS

P. O. Box 247

WEST DURHAM, NORTH CAROLINA

assistance of salesmen who call on you, you'll soon do a more effective job.

The salesman—the business man who travels—can be a big help to you. Take a moment of his time. Find out the quality features of his merchandise. Arrange for him to hold product education meetings with you and your associates. By doing so, you will put yourself in position to surpass some of your competition.

Be a "buying counselor." This alone will bring customers back again and again to your store.

Present your knowledge with a sales slant. Don't sell medicine—sell good health. Don't sell candy—sell pleasure and good taste. Don't sell corn plasters—sell foot comfort. Don't sell toys—sell happiness for children.

We keep learning and forgetting. Our mind has been likened to a barrel of water with a slow leak. If we fail to keep adding water, we run dry. If we aren't careful, we'll forget more than we learn.

With over 50% of the toothbrushes in America's medicine cabinets at replacement age, the suggestion of a new toothbrush is in order. If Mrs. Brown asks for a package of gauze or some other first aid item, what is the first rule of first aid? "Get it clean and keep it clean!" Here you should suggest alcohol or a suitable antiseptic.

Respect your merchandise. No person is going to have any more respect for your merchandise than the person who sells it. That is basic.

If you buy a diamond ring in a jewelry store; what happens? The salesman spreads a piece of blue velvet, quietly places the ring in the center and adjusts a spotlight on it. Without words he is telling you this is precious merchandise.

You can enhance the value of your merchandise by the way you handle and present the products for sale. Say something to the customer to compliment her purchase. If it's a first aid item, say "this antiseptic should get John's cut knee well very quickly."

Courtesy means a lot of things, but basically it means showing an interest in the customer. It can be the one ingredient

that costs nothing but pays good dividends.

There are always a few customers who insist on being obnoxious, but for those remember Teddy Roosevelt's advice "Never wrestle in a muddy street with a hog—you'll both get muddy and only the hog likes it."

To meet your competition through improved knowledge and sales techniques, you may have to invest more time, attention and possibly money, but you will be rewarded. You may say you are too busy, but remember, busy people are the ones who go places. The other kind have no time.

Does sales training improve sales? A national association reports that untrained sales persons have sales of \$200 a week, where such persons are employed on basis of ability but without training, sales jump to \$260 a week. But with both tested ability and training, sales average \$340 a week.

Today, many manufacturers and wholesalers are prepared to bring to your sales people information on their products. I urge you to take advantage of this information. Sales representatives of these firms will be glad to exhibit their samples, demonstrate quality, point out selling sentences and outline the most effective way to properly service a customer.

A leading industrialist recently said: "The keystone of the greatness of America is not the capitalistic system. It is the customer system."

I've given you nothing startling, no new prescription for success, but with the ingredients discussed, you can mix your own prescription. Taken regularly, your sales efficiency will increase and you'll have a lot of fun at the same time.

Formulary Available

Free copies of the "Dermatologic Formulary" in use at Duke Hospital are available on request to I. T. Reamer, P. O. Box 247, West Durham Station, Durham, North Carolina.

Useful as a reference in compounding dermatologic prescriptions, particularly those originating in Duke Hospital.

Johnson & Johnson

looks ahead to fill your customers' needs!



The Need: A gauze bandage that conforms to any body area without constricting or slipping.

The Product: A new kind of cotton gauze bandage that ADHERES to itself...CONFORMS to any contour... STRETCHES without binding!

2 IN. WIDE
KLING
TRADE MARK
conform
BANDAGE
STERILE

KLING Conform Bandage is another example of Johnson & Johnson's new-product concept in action. Like all new products introduced by Johnson & Johnson, KLING was developed as a result of a genuine consumer need.

The most trusted name in Surgical Dressings and Baby Products.

Johnson & Johnson



Wolfe returns to the Burlington Drug Company from T. A. Walker, Inc., Charlotte.

- William W. Dowtin of Charlotte has just received the Barell Award, which is conferred on the two top salesmen of Hoffmann-La Roche Inc.

- James P. Greene leaves Smith's new store in Rutherfordton for the Carolina Pharmacy of Boone.

• James W. Mitchener continues in demand for his popular talk, "Accidental Poisoning." The two latest being: Winecoff PTA (250 persons present) and the Concord Medical Auxiliary (wives of the MD's).

• Mr. Mitchener's seminar paper, "Labeling Responsibilities of the Pharmacist," was published in the February issue, *American Professional Pharmacist*.

• Robert P. Wolfe has transferred from Turnmyre's Drug Store to Hollingsworth Drug Company, Mount Airy, and B. H.

- Francis C. and H. Clay Huth, twin brothers, have gone to work for the Ames Company as professional service representatives. H. Clay will have his headquarters in Charlotte; Francis in Peoria, Illinois.

- Dr. Robert R. Cadmus, director of N. C. Memorial Hospital, has returned to Chapel Hill from Chicago where he attended a joint meeting of the Institute of Pharmacy of the American Hospital Association and the American Society of Hospital Pharmacists. Dr. Cadmus has been chairman of the AHA's Pharmacy Committee since 1948.

**MAKE YOUR PLANS NOW TO ATTEND THE
76TH ANNUAL CONVENTION
NORTH CAROLINA PHARMACEUTICAL
ASSOCIATION**

RALEIGH, N. C. MAY 8, 9 and 10

**PEABODY WILL BE ON HAND TO HELP YOU
HAVE A GOOD TIME**

**PEABODY DRUG COMPANY
305 W. PETTIGREW STREET
DURHAM, NORTH CAROLINA**

First in profit!*



***No major competitive brand delivers
more actual dollar profit to you
...and does it so consistently
...and no invoices to mail to collect your full profit**

MILES LABORATORIES, INC. • ELKHART, INDIANA

*Partner of the
Retail Druggist
for more than 70 years*

"Double Kay" Head Honored on 75th Birthday

M. J. Kelling, President of The Kelling Nut Company, was honored at a recent surprise party. The occasion: Mr. Kelling's 75th birthday.

Mr. Kelling's life is a modern-day success story. Starting out with little more than ambition, Mr. Kelling has built a salted nut business into a major industry, with 18,000 Double Kay dealers accounting for about \$10 million dollars in sales at the wholesale level.

While the party was in progress, Mr. Kelling received a long distance call from Minneapolis—it was 400 members and their wives of the Minnesota Independent Drug-gists Alliance wishing him "happy birthday."

In addition, the Minnesota organization awarded Mr. Kelling a "Certificate of Appreciation," which, in part, stated "he has

at all times been steadfast in the interest of business ethics and has set an outstanding example for others to follow."

The company maintains a pecan shelling plant, a service warehouse and a buying office in Baconton, Georgia; seven other plants and warehouses are operated on a nation-wide basis. General offices are in Chicago.

Dear W. J.

We are familiar with the fact that pharmacists are exempt from jury duty in the Superior Courts of North Carolina. However, will you please let us know as soon as possible if they are exempt from jury duty in Federal Courts.

The answer is "yes." In this case, two pharmacists from the same store were called for jury duty in their District Federal Court. Suggested letter be filed with District Judge requesting exemption.



Peter J. Slettedahl (4th from left), Editor of *The NARD Journal*, presents "Certificate of Appreciation" to Kelling Nut Company President M. J. Kelling. Others present include R. S. Kelling, Mrs. M. J. Kelling, Mr. and Mrs. S. D. Thompson.

1956-57 Blue Book Lists 171,910 Products

The new 1956-57 American Druggist Blue Book—694 pages loaded with 68,378 recent price changes—has been mailed to every retail pharmacist in America. The Blue Book lists a total of 171,910 products.

The new edition is printed in the same easy-to-read BLUE BOOK type which is so very popular with pharmacists throughout the nation.

In response to pharmacists' requests, the BLUE BOOK again lists these 5 symbols:

- ☆ Fair trade minimum
- R** "Rx only" product
- Narcotic product
- Exempt narcotic
- ▲ Needs refrigeration

Here is how these 5 symbols are helpful: Fair Trade minimums conveniently inform pharmacists and wholesalers of the latest fair trade prices. The "Rx only" symbol permits pharmacists or wholesalers to tell, at a glance, which products may be sold

only on prescription. The narcotic and exempt narcotic symbols alert pharmacists and wholesalers, enabling them to comply with all legal requirements . . . such as using special opium order forms or furnishing narcotic registry numbers when ordering these drugs. The refrigeration symbol helps pharmacists and wholesalers to deliver to the public delicate drugs which have maintained their potency because of proper storage.

The BLUE BOOK is the *only* national price book using all of these helpful symbols.

The 1956-1957 BLUE BOOK also includes a refresher course covering professional subjects, merchandising, store equipment, and animal-poultry health. In addition, over 7,200 manufacturers are included in an alphabetical index at the back of the book.

A free copy of the BLUE BOOK has been mailed every retail pharmacist in America. Additional copies sell at \$8.00 each . . . the same as last year . . . despite increased publication costs. Send check or money order to American Druggist Blue Book 250 West 55th Street, New York 19, N. Y.

BIG MALT AND SHAKE SALES WITH Sani-Shake



Leading the field in profits, while turning out up to 360 malts and shakes per hour! Available in floor or counter models. Write, wire, or call for complete informative literature today! More operators switch to Sani-Shake every year. Find out why!

SOLD BY

Berryhill Fountain Sales Co.
Box 3251 Charlotte, N. C.

fifi



Fifi Styles

●	All Stretch	\$1.49
●	Seamless	\$1.49
●	Stretch-Welt	\$1.19
●	Canary	98¢

Inquiries Solicited

Cliff Weil inc.

P. O. BOX 1897, RICHMOND 15, VIRGINIA

The

Equanil[®]

Rx

E

MEPROBAMATE

(2-methyl-2-n-propyl-1,3-propanediol dicarbamate)
Licensed under U.S. Patent No. 2,724,720

FILLED AS PRESCRIBED

When you fill with EQUANIL, you do more than observe a Law of Demand and Comply. You take an economic step for yourself that makes business sense. EQUANIL is big! Supplies are growing! To make the most of this opportunity, keep your tie-in with the specific demand! Watch that stock! It's your way to cash in!

Wyeth

®

Philadelphia 1, Pa.

WYETH PROMOTION BACKS YOU ALL THE WAY!

*Trademark

Supplied: Tablets, 400 mg., bottles of 50.

Health Service to Outer Space Visitors?

Recognizing that space travel will soon be here, one of the peripatetic correspondents to *The Lancet*, points out that under England's National Health Service system all tourists from Outer Space will be entitled to treatment. These guests, he figures, may present a problem to the doctor whose knowledge of astronomical pathologies is limited. Structurally, they will offer what he terms Morphological Enigma Variations, being "rather a mixed lot."

"Tourists," he writes, "forty feet high, composed of quartz and exhaling ammonia gas, will test the equanimity of the Buckingham Palace sentries and cause disquiet in surgery waiting rooms; but the doctor will only have to diagnose animal, vegetable, or mineral and refer these cases to the Royal Veterinary College, the Ministry of Agriculture or the National Coal Board."

"In peaceful contrast, the little people with a shrill, monotonous cry, who emerged from a flying-saucer in France last year, will be indistinguishable from many earthly clients."



WINS VOLUME ACHIEVEMENT AWARD—Jean Despres (center), Executive Vice-President of Coty, presents award to Johnnie Bennick, vice-president and sales manager of Scott Drug Company, "for having attained the highest percentage increase in sales of the Coty Line during 1955 of any Coty distributor in the United States.

Walter Scott, Jr., president of Scott Drug Company, looks on as Mr. Bennick receives the award for the firm.

**82 MILLION
PACKAGES
A YEAR...**



HEADACHE

NOTHING BETTER—NOTHING FASTER

**Manufactured exclusively
in North Carolina
Since 1910**

B. C. Remedy Co. DURHAM, NORTH CAROLINA

SMITH WHOLESALE DRUG CO. SPARTANBURG, S. C.

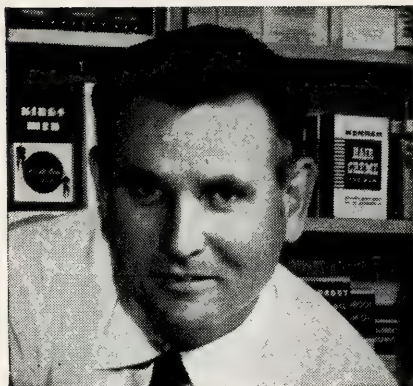
**A Young and Growing Service Wholesale House,
Owned and Operated by Registered Pharmacists**

We Appreciate Your Business



J. C. Leppart, executive vice-president, Olin Mathieson Chemical Corporation (right), awards Rease Inge, manager, Atlanta sales region, Squibb Division of the corporation, the division's "Go-getter" pin in recognition of Inge's region capturing top sales honors throughout the country during 1955. The presentation was made during the annual Squibb "Go-getter" banquet held recently at the Waldorf-Astoria Hotel in New York City. Inge, a veteran of 23 years' service with Squibb, has won a "Go-getter" award seven times.

"most profitable"



CHARLOTTE, N. C. "We keep a display of 'Benzedrex' Inhalers next to our cash register and find that it is most profitable. The demand for 'Benzedrex' grows from day to day—and it is one of our most profitable items."

Lucius J. Stanley

Lucius J. Stanley
Stanley Drug Stores
1959 E. Seventh St.

**double your sales of
BENZEDREX* INHALER
with the new display carton**

*Smith, Kline & French
Laboratories, Philadelphia*



* T.M. Reg. U.S. Pat. Off.

Licensed as Pharmacists

Burgiss, Thomas Reeves, Winston-Salem
Hargett, Christopher Barker, Washington.
Kauffman, William H., Asheville.
Langdon, Fay Hampton, Four Oaks.
Lanning, Edward Ray, Jr., Lexington.
Lewis, Robert Luther, Southern Pines.
McGugan, Vance Graham, Mocksville.
Martin, John W., Macclesfield.
Porter, Ernest, Jr., Raleigh.
Shouse, William Darle, Rural Hall.
Swan, William Jay, Bryson City.
Thompson, Dalma Adair, Wallace.

Passed Theoretical

Creekmore, Raymond Lee, Lumberton.
Kirby, Carl Mumford, Jr., Ahoskie
Rhoades, Jerry Delano, Southern Pines.
Robinson, James Clack, Greenville.

Display Available

An educational window display to dramatize the value of today's modern prescriptions has been made available to pharmacists by the Armstrong Cork Company.

The four-color cut-out display graphically points out that the cost of prescriptions has increased less than the cost of most other consumer items. Measured in terms of their relatively lower cost and increased effectiveness, today's prescriptions are illustrated as being "... today's biggest bargain."

A comparison with 1939 shows that today people actually spend less of their income for medical care and that modern drugs have greatly lowered death rates for many diseases. The display also shows that compared with 1939, people live longer while from each medical care dollar, less goes for prescriptions.

The display points out that in 1939 the average patient spent 12.5 days in a hospital while today this has been cut to 9.2 days.

Narcotics Stolen

Between \$75 and \$100 worth of narcotics were stolen from the Carteret Drug Store of Morehead City on March 19.

Entry was by way of an all-glass front door, which was pried open.

New Drug Store Permits Issued by the State Board of Pharmacy

Viewmont Pharmacy, Inc., 1247 Second Street, N. E., Hickory. J. S. O'Daniel, pharmacist.

Bennett's Drug Store, 472 Haywood Road, Asheville. William H. Kauffman, pharmacist.

Doctors Building Drug Company, 832 West Henderson Street, Salisbury. James L. Patterson, pharmacist.

Troy Drug Company No. 2, 625 Woodlawn Road, Charlotte. A. J. Muratori, pharmacist.

Todds Pharmacy, 216 South Poindexter Street, Elizabeth City. E. L. Foss and W. L. Swan, pharmacists.

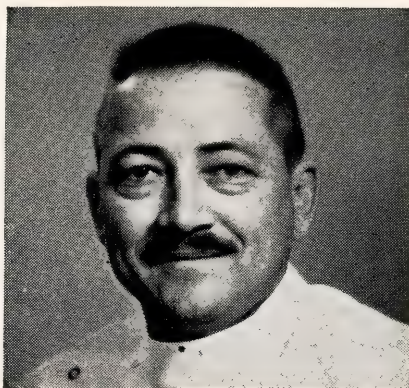
Hood's Prescription Shop, 405 Glenwood Avenue, Kinston. John C. Hood, Jr., pharmacist.

Eckerd Drugs of Durham, Inc., 1223 University Drive, Forest Hills Shopping Center, Durham. V. A. Shore, Jr. and Sherwood Hamilton, pharmacists.

Hospital Pharmacy, 200 North Ellis Avenue, Dunn. I. J. Pruett, pharmacist.

Medical Center Pharmacy, 408 East Wendover Avenue, Greensboro. David D. Laytor, pharmacist.

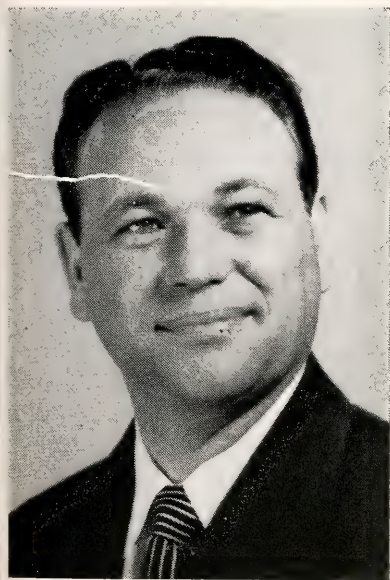
"creates new customers"



DURHAM, N. C. "We find that displaying 'Benzedrex' Inhalers not only creates new users, but also reminds old customers—thereby creating repeat sales."

J. K. McCoy

J. K. McCoy
The Prescription Shop
S. Gregson at W. Chapel Hill St.



W. W. MORTON
In charge of TMA Golf Tournament

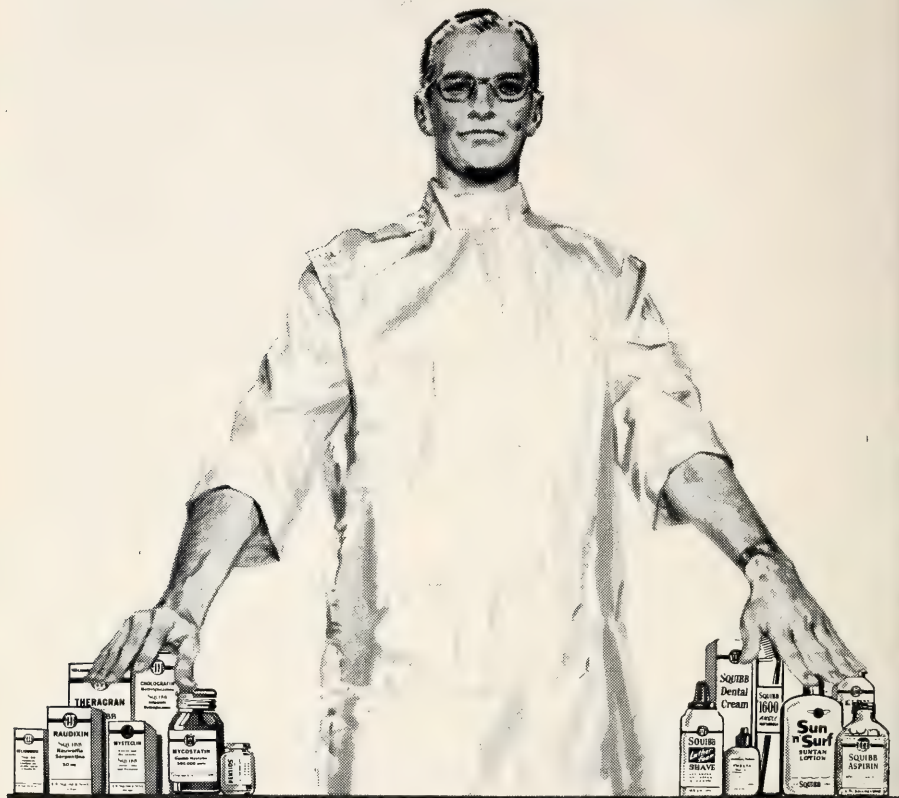
double your sales of **BENZEDREX* INHALER** with the new display carton

*Smith, Kline & French
Laboratories, Philadelphia*



* T.M. Reg. U.S. Pat. Off

Get acquainted with Squibb quality...



for profit and prestige!

YOUR PROFIT tomorrow and next month would be sufficient reason in itself for stocking and promoting *Sweetea*, *Sun 'n' Surf*, the *Angle Toothbrush*, *Squibb Aspirin*... just to name a few. For these consumer-accepted home necessities bear the hallmark of purity and reliability as surely as every ethical prescription product in the entire Squibb line.

BUT LONG-TERM PROFITS are even more important, and they must be *planned* . . . the reliability and good name, the *quality* of Squibb, help naturally to build the reputation of your store.

SQUIBB *quality...the priceless ingredient!*

Random Comments

By

W. J. Smith

• David D. Stiles, Director of Market Development, Abbott Laboratories, Chicago, visited 45 pharmacy schools during the first two and half months of 1956. Being a near-stranger at home (he lives 35 miles north of Chicago), Mr. Stiles says his dog barked at him on his last visit.

• George Gobel's definition of a salesman: "A man with a smile on his face, a shine on his shoes—and a lousy territory."

• Food for thought: A man making \$12,000 a year would have to contribute his whole year's salary to pay the current interest on the national debt for one minute.

• Overheard: "When we were first married, we got along fine, but as we left the church . . ."

• From the American Automobile Association comes this information: Present cost of driving an automobile less than 18,000 miles per year is \$602 in fixed charges plus 3½ cents for every mile driven. Every day of the year, whether the car is driven or not, its owner has a bill of \$1.65. For the driver who registers 10,000 miles a year, it boils down to an over-all cost of 9½ cents a mile.

• A pharmacist mailed a package to a needy family in Europe. Back came this grateful letter: "If you can, please send us more pills. We gave them all to Uncle Paul, who has been suffering from rheumatism, and he feels much better now. He says it is the best medicine he ever took. The pills are called 'life savers'."

• Pledge on examination paper: "I received no help and God knows I couldn't give any."

• P. J. Suttlemyer says a customer called for a bottle of "Jerico Tonic" for children. Geritol Jr. filled the bill.

• Sign in a MD's waiting room: "Ladies are asked not to exchange symptoms. It gets the doctor hopelessly mixed up."

• People are still laughing over an incident which occurred at a recent PTA program. Five 1st graders marched out on the stage to welcome everyone. Each child carried a letter to make up the word "Hello."

All took their correct positions except for one little boy who carried the letter "o." He couldn't remember where to stand. He paused for a few minutes at the back of the stage, much to everyone's amusement. But he really brought down the house when he finally decided he belonged at the head of the group.

• Sign on highway: "These curves are different. They get more dangerous after you pass 65."

• Telephone operator: "How do you spell it. 'L' as in Lincoln?" Back came the answer in positive terms: "No, 'L' as in 'Lee.'"

THINK AHEAD—

CONSIDER THE FUTURE

Insurance is purchased now to take care of a need which may arise in the future.

BE READY—

HAVE ENOUGH INSURANCE

HAVE GOOD INSURANCE



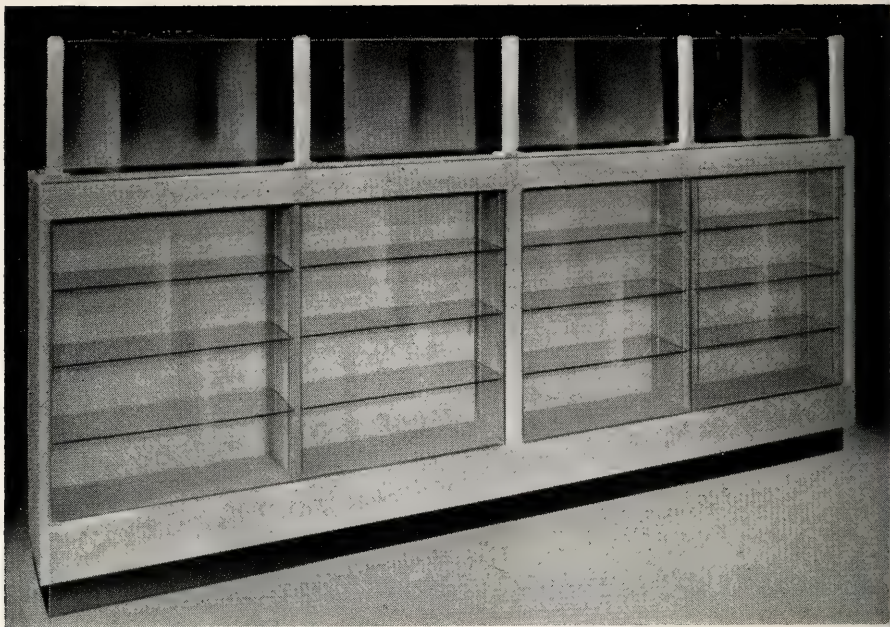
Consult our Agent

F. O. Bowman

North Carolina State Agent

P. O. Box 688

Chapel Hill, North Carolina



K-775 PRESCRIPTION SCREEN

The low-type 54" high Prescription Screen illustrated above is only one of the many combinations we have available for your selection. The glass screens and pilasters shown are available when specified. The screens may be fitted with glass doors, or have open display, as desired.

Write for our free new complete catalog or brochure of blue prints showing actual installations.

Send Catalog ☐

Name.....

Send Blueprints ☐

Address.....

Send Sales Engineer ☐

City.....

State.....

GRANT E. KEY, INC.

Manufacturers — Distributors

LYNCHBURG

VIRGINIA

Advertising Aid Available

Advertising Promotion—a 22 page booklet of advertising and merchandising material—designed for use by pharmacists in planning a systematic, well-rounded promotion campaign in their local communities, is now available from Lederle Laboratories Division, American Cyanamid Company, Pearl River, N. Y.

Included in the booklet are samples of newspaper ads in various sizes, classified telephone directory ads, envelope stuffers, counter cards and several product and trademark illustrations. In addition, there is a wide selection of suggested copy for publicity releases to local newspapers, spot radio announcements, classified newspaper ads and direct mail pieces such as postcards and letters. Postage paid order cards are provided inside the back cover of the booklet to simplify ordering of free advertising

ing mats, display cards and envelope stuffers.

An outstanding feature of the booklet is a chapter entitled "It Pays to Advertise" which deals with the advantages of different types of advertising media and describes inexpensive ways the pharmacist can use them.

• Joseph Nemargut has moved to Grifton where he is now associated with the Grifton Pharmacy.

• Pharmacist Eddie Varner was recently sworn in as a member of the Transylvania Board of Education.

• G. E. Andes of Wadesboro has arranged for a new all-glass front to be installed as a part of the remodeling program of his pharmacy, Parsons Drug Company.



Customers of the W. H. King Drug Company, Raleigh, learned all about the latest merchandising aids at a "Photographic School" sponsored by the wholesale house in Raleigh recently. Some of the 90 persons who attended are shown above.



**"Sure I Serve
Sealtest!"**

"For me it's a *traffic-pulling . . . volume-building . . . quality* product that keeps my fountain crew jumping and store clerks moving."

Sealtest Ice Cream's hard to beat combination of—*a recognized quality product . . . demand arousing advertising . . . and in-store promotion*—mean big business.

Cut yourself in. Call Southern Dairies today. The Sealtest story is a great one.

Southern Dairies
DIVISION OF NATIONAL DAIRY PRODUCTS CORP.



WHAT THE CLUBS ARE DOING

WNCDC Monthly Meeting

The first meeting under the leadership of the newly elected officers of the Western North Carolina Drug Club was held Friday, March 9 at the George Vanderbilt Hotel, Asheville.

Members attending were treated to an exceptionally enjoyable program, illustrated with scenes of grandeur, flora and fauna of the National Parks in the Blue Ridge. The presentation by Robert E. Howe of the National Park Service whose keen interest in his work inspired his hearers to a new appreciation for our natural beauties gave pleasure to the somewhat small number present.

Much of the program was taken up with appointments and business necessary for the functioning of the Club. An Executive Board meeting on March 1 had previously outlined some of the year's projects and action was approved by members present. President Uzzell passed around a rather elaborate brochure and prospectus compiled by the Convention Bureau of the Chamber of Commerce inviting the NCPA to hold its 1957 Convention in Asheville. This with invitations from WNCDC and its local Woman's Auxiliary and perhaps other interested groups will be presented to the Executive Committee of the NCPA by W. A. Ward.

Reports showed a steady interest in the Prescription Blank Project which is almost through its second year of successful operation. It was revealed that almost 10,000 advertisers in newspaper media have shown a laudable interest in the Advertising Campaign sponsored by WNCDC, which made Jim Harrison who creates the copy for the ads thankful he had copyrighted it.

Johnston County

Members of the recently organized Johnston County Drug Club adopted a constitution and by-laws at a dinner meeting held in Smithfield on March 14.

Seventeen pharmacists and drug store employees from Smithfield, Clayton, Kenly, Selma, Princeton, Pine Level, Four Oaks and Benson attended.

The club decided to meet six times a year—on the second Wednesday night in January, March, May, July, September and November. Annual dues are \$3 per drug store and \$2 per individual.

Grover Creech of Selma, president of the club, presided during the meeting.

Alamance Pharmaceutical

The Alamance Pharmaceutical Society was host to the wives of the members at a dinner-dance in Burlington on March 28. Held in the ultra-modern Elks Club, the party was attended by members and their wives from several Alamance County towns.

An officer-installation ceremony was conducted by Joe Barbour, who has headed the club since its formation one year ago.

Installed as president for the coming year was Bob Woody of Davis Street Pharmacy. Serving with him will be Sandy Griffin, vice president, and Neil Jennings, reelected secretary-treasurer.

These officers together with Mr. Barbour and Joe Estes of Haw River constitute the Club's executive committee.

Several valuable prizes contributed by Justice Drug Company, Peabody Drug Company and W. H. King Drug Company were awarded to the ladies present.

Mr. and Mrs. W. J. Smith of Chapel Hill were guests of the Club. On their departure, the Club presented them with a floral display (used on the head table), which later was enjoyed by visitors to the Institute of Pharmacy for more than a week.

Durham-Orange

David D. Stiles, Director of Market Development, Abbott Laboratories, was the guest speaker at the March 12 meeting of The Durham-Orange Drug Club.

The meeting, held in the Institute of Pharmacy, Chapel Hill, was followed by a reception in honor of Mr. Stiles.



THE WORLD'S FINEST SALTED NUTS

Fresh From Our

Double Kay

NUT SHOP

DEPARTMENT [®] **KK**

The leading drug store owners in your state will tell you the Double Kay Nut Shop is producing more sales and profits than any item in the drug store occupying similar space.

IF—you have a clean, first-class drug store, let us reserve a Nut Shop for you.

THE KELLING NUT CO., 2800 W. Belmont Ave.

Chicago 18, Illinois



David D. Stiles, Abbott's Director of Market Development, shown with UNC Pharmacy School Dean E. A. Brecht, and Ralph P. Rogers, Jr., President of the Durham Orange Drug Club. Mr. Stiles was guest speaker at the Club's March meeting.

Lilly Introduces Tes-Tape

A small strip of bright yellow tape, impregnated with enzymes, now enables a diabetic patient to make a colorimetric percentage determination of urine sugar in sixty seconds, Eli Lilly and Company announces.

Marketed as 'Tes-Tape' (Urine Sugar Test Tape, Lilly), the new product is so simple that it is expected to replace in ordinary use the old-style testing kit with its cumbersome array of reagent tablets, test tube, pipette, and glass spoon.

Lilly is providing 'Tes-Tape' in a handy plastic dispenser that resembles those for cellophane adhesive tapes. Each dispenser holds enough tape for 100 tests. The tape is made of a fine-grain filter paper.

The patient dips one end of a one-and-a-half-inch strip of tape into a specimen. If glucose is present in the urine, two enzymes—glucose oxidase and peroxidase, act to produce changes in the color of the yellow tape. These changes range from light green to deep blue depending on the amount of glucose present. The test is specific since glucose oxidase exerts its catalytic action only

on glucose.

A color chart on the dispenser gives a direct comparison reading. The chart is coded: 0 (0%), + (1/10%), ++ (1/4%), +++ (1/2%), and ++++ (2% or more). These concentrations in general coincide with the 0, 1+, 2+, 3+, and 4+ the diabetic patients may be used to recording.

Originated by Dr. Albert S. Keston, New York, and developed by Lilly, 'Tes-Tape' introduces an entirely new concept of glucose testing. The old methods were based on the principle that glucose reduces copper salts to metallic form and thus brings about a color change.

Patients are cautioned to dry the strips of tape in the air and not on paper. Otherwise, hydrolysis of the starch used as a filler in some papers produces enough glucose to give a false positive reading.

The convenience of 'Tes-Tape' allows even a busy person to run tests during the working day. For travel, the advantages are obvious. Hospital technicians who must run tests on a number of patients will find 'Tes-Tape' a time-saver.

Scott Drug Company

*Wholesale and Manufacturing
Druggists*

Charlotte, N. C.

For seventy-one years

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OF DURHAM

Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-seventh volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA

FOR SALE

The most compact PHARMACY in the Carolinas. Covers only 650 square feet. The Center Pharmacy is located at the entrance of the Selwyn Hotel in the center of Charlotte. It offers unlimited possibilities without the detriment of fallen arches in the process. Speaking of possibilities . . . the Wachovia Bank is breaking ground in April to erect a 15 story office building, directly across the street, without competitive retail shops. The store is general in scope with an excellent following in costume jewelry and novelties. One must admit such a department is preferable to pots and pans and much more lucrative.

Reason for Selling . . . Owner, F. Muratori wishes to sell his 'Oath of Pharmacy' nationally and will sacrifice in order to be free to do so. Pharmacy in existence less than 3 years is equipped with new modern fixtures and stocked with fast moving fresh merchandise. Everything free and clear. Income in excess of \$9000. Actual inventory of stock and fixtures at cost \$16,000. Will sell for \$17,750. Would consider a mortgage on a portion. If interested come in at any hour from 8 a.m. to 6 p.m. daily except Sunday. Store income could be materially increased by longer hours but I am satisfied with present income and pleasant hours.

FRANK MURATORI
CENTER PHARMACY
132 West Trade Street
Charlotte, N. C.

For Sale

Drug Store—Barnhill Drug Store, Wilson, N. C. To be sold in settlement of estate. Estate owns Store Building and agreeable lease can be arranged. Small Drug Store that has been in operation 30 years. Has pharmaceutical Department.
Mrs. W. L. Barnhill
Telephone 2009
Wilson, N. C.

Pharmacists Meet on Research at U. N. C.

The directors of the North Carolina Pharmaceutical Research Foundation, Inc. held their tenth annual meeting at the Howell Hall of Pharmacy on the campus of the University of North Carolina in Chapel Hill. President Roger A. McDuffie, Greensboro reported that in nine years the Foundation had received \$201,000 of which \$55,000 had been disbursed to the University of North Carolina for research fellowships, and equipment, supplies and library materials. The operating expenses were only \$7,000 leaving a net worth of \$139,000.

During the year the tenth memorial fund was established honoring the late Germain Bernard of Durham by his former partner in the B. C. Remedy Company, Mr. C. T. Council. Miss Corazon Ramirez of the Philippine Islands was the first recipient of the Lunsford Richardson Memorial Research Fellowship established by the Richardson Memorial Foundation, Inc.

E. A. Brecht, Dean of the School of Pharmacy and Secretary of the foundation

reported that the School of Pharmacy continued with undergraduate enrollment to the full capacity of the school. In addition there were 14 graduate students. Three graduate students completed their work with the degree of Doctor of Philosophy during the past school year and it was expected that eight more would graduate with the same degree this year. These graduates with specialized education in pharmacy and pharmaceutical chemistry are filling important positions in teaching and research.

Plans were approved for the publication of an illustrated brochure honoring past leaders in North Carolina Pharmacy to whom memorial endowment funds had been established. A committee was appointed to plan for the celebration of the Tenth Anniversary of the foundation. John T. Stevenson, Elizabeth City, was elected to the Board of Directors to fill the four-year term vacated by the death of William R. McDonald, Jr., Hickory.

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Each ovalet contains:

Ferrous Gluconate (Elemental Iron 37 mg.).....	324 mg.
Calcium Lactate (Calcium 65 mg.).....	500 mg.
Vitamin D (Irradiated Ergosterol).....	400 USP Units

Available in bottles of 100 \$1.20 and 500 \$5.20.

VI-CAL-FE Ovalets

Each Ovalet contains:

Ferrous Gluconate.....	260 mg.
Calcium Lactate.....	324 mg.
Vitamin A (Acetate).....	1000 USP Units
Vitamin D (Activated Ergosterol).....	400 USP Units
Vitamin B-12 (Cyanocobalamin USP).....	1 mcg.
Thiamine Hydrochloride.....	1 mg.
Riboflavin.....	1 mg.
Ascorbic Acid.....	30 mg.
Pyridoxine Hydrochloride.....	2 mg.

Available in bottles of 100 \$1.80 and 500 \$8.40

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MAYRAND INCORPORATED

Manufacturing Chemists

Greensboro

North Carolina

Top Pharmacy Scholars

Dean E. A. Brecht of the School of Pharmacy, University of North Carolina has announced the names of pharmacy students making the Dean's List (average of 90 or better) and Honor Roll (average of 92.5 or better) for the Fall Semester of 1955.

Miss Shirley W. Bumgardner of West Jefferson led the group with a straight 'A' average during the semester.

The Honor Roll included: Ronald L. Austell, Shelby; Marcus Cameron, Sanford; Virgilia Carswell, Spring Lake; Charles P. Copses, Charlotte; David R. Davis, Jr., Williamston; Jerry L. Fisher, Statesville; William R. Griffin, Jr., Old Fort; Gerald K. Harrington, Sanford; Byron T. Huckaby, Winston-Salem; Zeb Thomas Keever, Lincolnton; John M. Lazarus, Sanford; Jerry R. Leatherwood, Waynesville; Russell G. Mitchell, Roseboro; Stephen C. Morris, Four Oaks; Fred Owen Phifer, Marshville; William N. Ponder, Hendersonville; Jerry D. Rhoades, Robbins; Renus Edgar Rich, Jr., Morganton; Roger H. Sloop, North Wilkesboro; Jane Louise Welch, Washington.

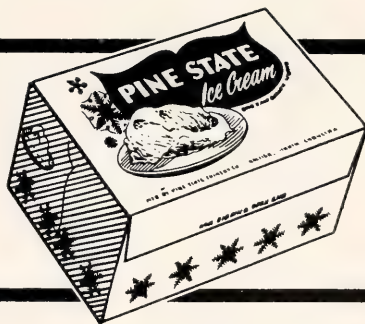
The Dean's List also included: John Warren Andrews, Winston-Salem; Lula Sue Ballantine, Hamlet; Ronald Edward Barber, Clinton; Joseph P. Barbour, Burlington; Jesse Jordan Beale, Raleigh; John R. Bender, Jr., Winston-Salem; James C. Bolton, Rich Square; Donald K. Carter, Dallas; Donald K. Chapman, Winston-Salem; Charles T. Dixon, Winston-Salem; William M. Dunn, Kannapolis; James L. Nabinet, Winston-Salem; Gladys E. Joyce, Mayodan; Melvin C. Kendrick, Spray; Van Hill King, Wilmington; Billy W. Lanier, Guie's Creek; Elmo M. McCorkle, Roxboro; William R. McDonald, III, Hickory; Bernie Joe Nance, Salisbury; Bill Proffitt, Sherwood; Arthur P. Schlagel, Clyde; Fred Sherrill, Newton; Joe Ephraim Smith, Connelly Springs; Paul A. Stevenson, Elizabeth City; Paul M. Walker, Maiden; Robert Whaley, Beulaville; and Nancy M. Woodard, Hamlet.

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SELLS...**

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OWN**

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ICE CREAM**

A superior ice cream intensive-
ly promoted and merchandised
through Newspapers • Radio
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**FOR FOUNTAIN
SERVICE
and
FOR TAKE HOME
SALES**

RALEIGH, NORTH CAROLINA

the "FAMILY PACK"



...for PROFIT!

Howell Hall Happenings

Owners of pharmacies wishing to employ students graduating from the School of Pharmacy may have this interest brought to the attention of the fourth year class by sending details to Dean E. A. Brecht, Room 629, Chapel Hill, N. C. Approximately one-half of the students have the required experience credit to become licensed at the time of the Board Examination in June. Specific interviews will be arranged if requested.

In the transition between the fall and spring semesters eleven students were lost due to a change of interest or scholastic inability and four former students returned to the School of Pharmacy.

On February 1 the Pharmacy Wives responded to a special invitation to hold their regular meeting at the School of Pharmacy. Dean E. A. Brecht and Ben F. Cooper, lecturer in pharmacy, acted as guides in showing the group through the library, offices, classrooms, and laboratories. Light refreshments were served. The wives of pharmacy students were invited to come back individually during class hours to serve their husbands at work.

Eighty students and wives from the third and fourth year classes attended the Annual Industrial Trip during the week of February 4 through 10 which took them to the plants of Parke-Davis & Company in Detroit and The Upjohn Company in Kalamazoo. During the trip a breakfast was served in Cincinnati through the courtesy of the Wm. Merrell Company. Mr. and Mrs. Ben F. Cooper acted as chaperones and the group was accompanied by Mr. H. P. Underwood, regional district sales manager for the Upjohn Company.

The Board of Directors of the North Carolina Pharmaceutical Research Foundation, Inc. held its 10th annual meeting at the School of Pharmacy on February 8. Further details are given elsewhere in this issue of THE CAROLINA JOURNAL OF PHARMACY.

Robert W. Meschke passed his final oral examination for the degree of Doctor of Philosophy on February 9. "The Mech-

anism and Kinetics of Catalytic Hydrogenation" was the title of his dissertation. He has accepted a position in the polychemicals department of E. I. DuPont de Nemours Corporation, Wilmington, Delaware and expects to begin his duties on April 1.

Mr. Darrel L. Gifford, Director of the Technical Sales Division of the American Sterilizer Company discussed the manufacture of parenteral solutions and showed equipment used in the process on February 17. The demonstration was attended by third and fourth year students, graduate students, faculty, and hospital pharmacists near Chapel Hill.

Kappa Psi held its annual weekend honoring pledges on February 17 and 18. The activities included a cabin party and a formal banquet and dance at the Carolina Inn Ballroom.

The North Carolina Board of Pharmacy entertained the faculty at a steak dinner at The Pines on February 20. The dinner was followed by discussion of mutual problems.

The North Carolina Board of Pharmacy held its semi-annual practical examination in the School of Pharmacy on February 21.

Phi Delta Chi presented the student program for the meeting of the Student Branches of the N.C.P.A. and A.Ph.A. on February 23. The program consisted of a narrated historical tableaux "Pharmacy, Then and Now."

Dr. H. R. Totten, Professor of Botany, and five pharmacy students from his recent pharmacognosy class presented a half hour television program on W.U.N.C.-TV on February 27. During the course each student selects a botanical drug and writes a thesis and prepares a display on each drug.

Becky Manos of Fayetteville spoke on *Taraxacum*, William Bailey of High Point spoke on *Mullein*, William Houser of Cherryville spoke on *White Pine*, Francis Duke James of Mocksville spoke on *Peppermint*, and William Marsh of Marshville spoke on *Wild Cherry*. It was mentioned that Dr. Totten began teaching botany in 1914 and that most North Carolina drug stores would

have a pharmacist who studied botany with him as a teacher.

Preliminary plans for the annual pharmacy weekend include a formal dance on April 28 with Duke Ellington and his band to provide the music.

Ronald Lowery Austell of Shelby and Robert William Barber of Clayton took part as members of the track team in the Indoor Games at Raleigh on February 24 and 25.

An Instructors Course in First Aid was started for 11 third-year pharmacy students on March 5 by Dean E. A. Brecht, instructor-trainer for the American Red Cross. Former students of the School of Pharmacy who have become authorized instructors of First Aid for the Red Cross have been enthusiastic about this service in their communities after graduation.

Dean and Mrs. E. A. Brecht; Professor and Mrs. H. O. Thompson; four graduate students, Henry Cheng, Yehia Dessouky, Rosmarie Fussenegger, and Corazon Ramirez; and two undergraduate students, Arthur Schlagel and Roger Sloop visited the S. E. Massengill Company at Bristol Tennessee on March 8 and 9. The group was

greatly interested by the details of large scale manufacture and was well impressed by the multiple checks for accuracy, quality control, the cleanliness throughout the plant, and the friendliness of all the employees. The visit offered a good opportunity to renew acquaintance with David Massengill, a graduate of the School of Pharmacy and now purchasing Agent for the firm.

David Stiles, Director of Marketing and Development of Abbott Laboratories addressed the fourth-year students and staff on current prescription trends and opportunities in pharmacy on March 12. The increasing opportunities of pharmacy were clearly evident from the accurate statistics which he presented.

Ben F. Cooper, Lecturer in Pharmacology addressed two groups of dentists "Prescription Writing for Dentists." Information on new products of interest to dentistry were included in the discussion. Members of the Davidson Dental Society were addressed at Lexington on March 18 and the dental staff of Rex Hospital at Raleigh on March 19.



LANCE STANDS OUT

IN QUALITY
IN PROFIT
IN CONSUMER
SATISFACTION



Mr. W. A. Huntley and H. W. Moore of People's Drug Store in Lexington presented prescription file of the early 1880's to Dr. Cooper, on his recent appearance before the Davidson Dental Society, for the School of Pharmacy. Prescription blanks of two of the pharmacies at that time are particularly interesting in showing a handsome engraved decoration on one and a printed colored floral design on the other. This addition to the museum material of the School of Pharmacy is greatly appreciated.

The Student Branches of the N.C.P.A. and A.Ph.A. met on March 20. The program was given by the Pharmacy Senate in the form of a typical Senate meeting. William R. McDonald III of Hickory presented the chief address on the importance of early cancer detection. Initiation speeches were given by Dorothy Johnson of Harrells on human diseases from animal origin, Melvin Hendrick of Spray on radioactive drugs, and Maurice E. Underwood of Wilmington on educational opportunities on the campus outside of the classroom. Student delegates for the national convention of the Student Branches of the A.Ph.A. were selected.

The Rho Chi Honorary Pharmaceutical Society tapped six new members at the meeting of the Student Branches on March 21: James C. Bolton, Rich Square; Shirley L. Bumgardner, West Jefferson; Gerald Kelly Harrington, Sanford; Byron Taylor Luckaby, Winston-Salem; Billy W. Lanier, Lenoir's Creek; and Renus Edgar Rich, Mornton.

Dean Brecht was an official delegate to the fourth annual State of the University Conference held in Chapel Hill on March 21 and on the campus of the Woman's College at Greensboro on March 22. The conference was climaxed by the annual O. Max Gardner Dinner.

Miss Alice Noble, Librarian and Archivist is a special guest of the North Carolina Educational Association at its annual State meeting in Asheville on March 23 to be present for the honoring of her late father on his election to the Education Hall of Fame.

'Careers in Pharmacy' was the subject of a special television program for high school students on March 26 over WUNC-

TV, Channel 4. Questions were asked by Mary Shephard and Teddy Moore of the Chapel Hill High School which were answered by Dean Brecht, Dr. Fred Semeniuk, Ben F. Cooper, and F. C. Hammerness as members of the faculty; Sara Alice Jackson of Lumberton and Van Hill King of Wilmington as pharmacy students; W. J. Smith, Secretary of the N.C.P.A.; and H. C. McAllister, Secretary of the North Carolina Board of Pharmacy.

A special Exact Weight Scale is a recent acquisition of special equipment at the School of Pharmacy. It has a capacity of 250 grains and weighs dosage units almost instantaneously to an accuracy of 1/10 grain. It is used for grading student preparations of dosage units and for research.

Kappa Epsilon

ERNESTINE BAKER, *Reporter*

Our pledging ceremony was held February 28 at the home of Mrs. Henry Clark, Jr., a charter member of the sorority. Mrs.

(Concluded on page 180)



The Name at the Top—It's EVERFRESH

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Assures
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***Do you have
an adequate stock?***

Last Fall and Winter new sales records were set for Soltice Quick-Rub. This Spring even these records will topple as the demand continues to grow for this new greaseless, stainless rub that gives FAST relief to cold misery.

Soltice—a popular item in the Summer for the relief of sore muscles, rheumatic aches, tired feet, non-poisonous insect bites, etc.—is a best seller throughout the cold season. Do you have an adequate stock? If not, mail your order today. It'll get prompt attention.

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POWERS-TAYLOR DRUG COMPANY

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We solicit your orders
Our experience of over 70 years
insures our ability to serve you
satisfactorily

HOWELL HALL

Clark is the wife of Dr. Henry Clark, administrator of the Division of Health Affairs of the University of North Carolina.

Eight girls were pledged. These were Edith Anne Caviness, Gladys Joyce, Becky Manos, Jane Welch, Virgilia Carswell, Elizabeth Bullard, Lula Ballantine and Shirley Bumgardner.

Mrs. Marsha Hood Brewer, an alumna of our chapter, operates a drug store in Pin Hill. In spite of the fact she has three children, Mrs. Brewer still finds time to practice pharmacy in a very successful store.

Our advisor, Miss Alice Noble, recently arranged an interesting and educational display in the pharmacy library. Its theme was "weights and measures."

Two new chapters of Kappa Epsilon have been established: Phi Chapter at Alabama Polytechnic Institute, Auburn, Alabama and Chi Chapter, South Dakota College, Brookings, South Dakota.

Plans are now underway for our NCPA program in April and the Founders Day Banquet in May. We hope to have many of our alumnae with us at the banquet.

PDC ACTIVITY

Reported by JAMES M. PREVO

Six new members were initiated into Alpha Gamma Chapter of Phi Delta Chi on February 13: W. L. Marsh, W. E. Pos Jr., A. G. Smity, Donald K. Carter, Paul Walker and Homer Hall.

The local chapter now has 27 active members.

Topic of the February 27th NCPA Student Branch program, which was arranged by the fraternity, was entitled, "History of Pharmacy."

Art Schlager narrated the program; Jim Inabinet, Paul Walker, Duke James and John Barringer compiled the literature and made posters. Nine members of the fraternity played character parts in the program.

Deaths

Lewis W. Hart, China Grove pharmacist, died February 12. He had been in declining health for several years.

A graduate of the University of Maryland, Mr. Hart first located in Norwood, later moved to Fayetteville, and still later to China Grove, where he operated Hart's Drug Store from 1936 to his retirement eight years ago.

Kenneth V. Franklin, age 48, of Cary, operator of Franklin's Pharmacy in Cary, died of a heart attack on March 22.

Coley R. Yoder, age 68, Conover pharmacist and operator of the Conover Drug Company, died March 27.

Edward Ragland Thomas, age 79, died in Erwin on March 28 where he had operated the E. R. Thomas Drug Company for many years. Among the survivors is a son, Pharmacist Phillip L. Thomas of Roxboro.

William Robert Nowell, age 69, Wendell pharmacist and operator of the W. R. Nowell Drug Store for 45 years, died in Raleigh on April 9 after a prolonged illness.

One of the survivors is Mr. Nowell's mother, age 105 years.

Births

Mr. and Mrs. J. P. Horton, Jr., of Wilkesboro announce the birth of a son, John Palmer Horton, III, on February 29. The Hortons have a daughter, Libby, who will celebrate her third birthday next July.

Returns to Work

Friends of Lumberton pharmacist J. C. Jackson will be pleased to learn he has returned to work following surgery at a local hospital.

On the sick list for about a month, J. C. says he was just beginning to enjoy his scheduled vacation when his MD informed him that he could return to his regular schedule at the Hedgpeh Pharmacy.

Rotary Speaker

Recent speaker at a meeting of the Rich Square Rotary Club was Warren Crispin, Lilly MSR.

Visit West Coast

Mr. and Mrs. James R. Casteel of Durham left April 8 for a 3-week trip to California. On the way out, the Casteels plan to visit relatives in Texas and California.

A special stop-over will be at a church in Louisiana, where the Casteels were married in the early forties (as a paratrooper, James R. was stationed in Louisiana prior to going overseas).

CECIL THE MAGICIAN

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Magician—Hypnotist—Prestidigitator

Entertainment for schools, churches, clubs, banquets and lodges. Write, wire or phone for open date.

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Hight Point, North Carolina

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DOINGS

OF THE AUXILIARIES REPORTERS

- Charlotte—Mrs. James A. Wolfe
- Wilmington—Mrs. A. J. Simeone
- Greensboro—Mrs. P. A. Hayes
- High Point—Mrs. J. Louis Cobb
- Raleigh—Mrs. J. B. Vinson
- Winston-Salem—Mrs. John Holland

Winston-Salem

New officers for 1956-'57 were elected at the regular monthly meeting of The Apothecary Club on March 1.

They are Mrs. Leon Cahill, president; Mrs. Charlie Davis, vice president; Mrs. John Holland, secretary; and Mrs. Louis Ferguson, treasurer.

Mrs. Bruce Woosley, president, presided over the business session. Reports were heard from Mrs. Louis Ferguson, treasurer; Mrs. M. V. Williams, sunshine committee; Mrs. Craig Lewis, membership committee; and Mrs. Charlie Davis, program chairman.

Mrs. J. W. Ward, a former member, was welcomed back to the club.

Mrs. Bruce Williams, executive secretary, Forsyth Cancer Society, showed a film on the diagnosis of cancer in the early stages.

Hostesses were Mesdames James Brookshire, W. A. Simmons, Bruce Woosley, Charlie Davis, J. P. Jones and H. C. Mayberry.

A dinner meeting has been planned for April at the Elks Club at which time new officers will be installed by Mrs. William P. Brewer, state president.

Raleigh

Mr. Charles P. Schuch, director and physical therapist at the Wake County Cerebral Palsy Center, was guest speaker at the March 1 meeting of The Raleigh Woman's Drug Club.

Mr. Schuch spoke on the activities of the local center, the staff, their goals, and of the condition of cerebral palsy.

He informed the group that cerebral palsy, named as such by Dr. John Little, an

English physician, in 1862, is a condition and not a disease. It is not caused by an organism, as are our colds and virus diseases but is a condition resulting from direct brain damage. Cerebral palsy is not inherited.

There are no drugs or operations that will cure cerebral palsy but certain drugs and operations help to improve some underlying symptoms. Success in one area often leads to success in other areas.

The main goal of the cerebral palsy center staff is to relieve, correct, or overcome these symptoms and help their patients lead a normal or as near normal social and physical life as possible. A number of children who have received treatment at the local center are now attending the public schools.

There is no question of the great service the Wake County Cerebral Palsy Center offers; not only to the children but to the parents as well. The Center is financially financed by the United Fund. Other civic groups and individuals have donated.

Their staff includes Mr. Schuch, director and physical therapist; a speech and hearing therapist; a secretary; and an aide. Twelve local doctors donate their services. Red Cross volunteer drivers aid in transportation for those children needing it.

A short business meeting preceded the speaker. Reports from various committee chairmen were heard in regard to the auxiliary preparation for the NCPA Convention which is to be held in Raleigh, May 8-10.

Mrs. Grady Britt announced the April meeting will be held in Chapel Hill with Mrs. W. J. Smith as hostess. Mrs. T. Rand was welcomed as a new member.

Draw prizes were awarded to Mrs. R. Brown and Mrs. Joe Vinson. Refreshments were served by the hostesses.

High Point

Mrs. William P. Brewer, President of The Woman's Auxiliary of the NCPA, was guest speaker at the February 23 meeting of the High Point Pharmaceutical Auxiliary.

Mrs. H. O. Kight, president of the local group, conducted the meeting following a devotional by Mrs. C. H. Williams. The auxiliary voted to send \$25 to be applied

wards air conditioning of the Institute of Pharmacy at Chapel Hill.

Mrs. Brewer, in her talk, stressed the advantages of the auxiliary, pointing out the opportunity for new friendships, of ways of creating new interest in the organization, and called attention to the convention in Raleigh, May 8-10.

The meeting was held at the home of S. E. R. Anderson, Jr.

Charlotte

A subject of prime interest to all home-makers was the theme of the speaker at the regular meeting of the Charlotte Druggist Auxiliary. Mrs. Rosalie Dyer Henderson, interior decorator, spoke on "Interior Decorating in the Home," showing us samples of many new drapery and upholstery fabrics and giving us helpful hints for color schemes and furniture arrangement.

An Easter devotional was given by Mrs. F. Hawkins. Mrs. G. B. Cheek, president, presented Mesdames Ruth Clark and Wilma C. Parlier, guests; Mrs. Joe Holloway, representative member; and Mrs. Ralph E. Gagner, new member. Door prizes were won by Mrs. R. E. Tucker, Mrs. C. R. Lett, and Mrs. William Rigsby.

Mrs. Cheek announced the Nominating Committee as follows: Mrs. Gilbert Colina, chairman, Mrs. H. E. McGinn, and Mrs. W. Stone. They will present a slate of officers at the April meeting.

Greensboro

At the March 29th meeting of the Greensboro Auxiliary, Mr. George Gillespie discussed "Consumer Buying in the Retail Store."

Entertainment and business program plans for the forthcoming convention in Raleigh were reported by Mrs. W. P. Brewer, president of the state auxiliary.

A nominating committee was selected. The committee is composed of Mesdames W. Farrington, R. E. Whiteley and E. P. ...

The draw prize, a large coconut cake decorated with Easter Bunnies, was won by Mrs. J. T. Usher.

Mrs. Ira Rose of Chapel Hill was welcomed as a guest of the club by Mrs. W. ... Davis, president.

Hostesses for the meeting were Mesdames Lon Russell, W. E. Davis, Ralph Foster, S. L. Jones and E. R. Kinard, Jr.

RANDOM COMMENTS

• Sam McFalls lost a sale the other day because he did not stock lubricating oil, 2 in 1, that is.

Seems an old gentleman in the neighborhood suffers from a minor heart ailment. Every time he took a deep breath, Sam was told, he could hear his heart squeak. So, on recommendation, a local MD was consulted.

The doctor went over the old gentleman carefully, but could find nothing amiss. But he did prescribe a can of lubricating oil for a small pulley on the old gent's suspenders.

• As prescription-checking expert for Abbott Laboratories, David Stiles of Chicago does get around. When in Chapel Hill recently, Mr. Stiles had visited 45 colleges of pharmacy since the first of the year.

• We were impressed with Lederle's sample classified ads. Here's one: "John—all forgiven, please come home. But stop first at Andrews Pharmacy, 1308 South Hawthorne Road, for a 3 months' supply of Vi-Magna Multivitamins. Or better, just dial 3-1679 for prompt delivery. Mary."

CHLOROPHYLL

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YOUR DRUG LABELS

An Exclusive Feature with McCourt's

For the benefit of the pharmacist who occasionally moistens labels with his tongue, the McCourt Label Cabinet Co. is now printing drug labels on paper with gumming containing Chlorophyll.

There is no additional charge for this added value in the quality of McCourt's drug label paper and gumming.

Ask your McCourt salesman to show you the new labels with the Chlorophyll gumming.



McCOURT LABEL CABINET CO.
42-54 BENNETT STREET BRADFORD, PENNA.

"Use the Label with the Green Gumming"

Ralph M. Crosson, Representative
 P. O. Box 475, Columbia, S. C.

LIGHT STUFF

A penciled note on yellow paper—Diaper Ring—was not too difficult for Bob Kiger of Shelby to solve. The customer departed with a package of Diaparene Ointment.

* * * * *

If the MD tells you that you are sound as a dollar, we assume he means you score about 45 out of a possible 100.

* * * * *

Heard in passing as two young boys leave a movie: "That wasn't such a bad picture if you shut your eyes during the mushy scenes and pretended he was strangling her."

* * * * *

An embarrassed librarian removed an admirable little horticultural volume, *The Grafters' Handbook*, which had been filed under general heading, "Government."

* * * * *

I have long been intrigued by the story of the two little balls in a box. One was made of iron and covered with gilt that

looked like gold. The other was made solid gold. One day the gold ball amused itself by rolling from one side of the box the other. The gilt ball cried out in alarm "Be careful! You'll rub off!" Said gold ball, "Rub off what?"

* * * * *

A young couple wanted to buy a home. They wanted it near a shopping center where there was a drug store with a soda fountain.

The realtor found the neighborhood. Went up and down the block knocking on doors. Finally he found a family he wanted to sell. Then he asked the young couple why they wanted to be near a drug store with a soda fountain.

"You see," they explained, "grandpa lives with us and we are gone all day. She likes to have a drug store to run in to in the morning and afternoon so she can sit on a stool and chat with the soda fountain clerk."

* * * * *

An attractive woman, between girlish and noticeable blush, hastily abandoned a pair of men's under shorts in one of Eckerd's (Raleigh) booths.

It seems the shorts had gotten attached to the back of her coat by a price tag. Unaware of the situation, the young woman was trailed through the streets of Raleigh by a number of gleeful spectators.

After determining the reason for her quick popularity, the lady rushed to Eckerd's, where the offending garment was promptly removed from public exhibition.

* * * * *

Come word from the western part of the state that a kind lady donated a cake to local school board members for a meeting snack. She was a bit confused by the board's thank-you letter which commended her for her cooperative spirit in which your cake was concrete evidence.

* * * * *

Ad in a coastal paper: "Have waterfront property previously listed by the foot. Now reduced and offered for sale at the gallon."

LET US HELP



Increase Your Rx Volume

Our "Do You Fill Prescriptions Here?" Booklet will show you how to make an extra \$1481 net profit a year.

SEND FOR THIS BOOKLET
TODAY

Dr. T. C. Smith Company
Wholesale Druggists Asheville

OWENS, MINOR & BODEKER

WISHES YOU

A MOST SUCCESSFUL

76TH ANNUAL CONVENTION OF THE
NORTH CAROLINA PHARMACEUTICAL
ASSOCIATION AND WILL LOOK FORWARD
TO SEEING YOU IN RALEIGH MAY 8-9-10.



OWENS, MINOR & BODEKER, INC.

1000 E. CARY STREET

RICHMOND, VIRGINIA

You are Cordially Invited to

VISIT KING'S HEADQUARTERS AND BE OUR GUEST
FOR FLOOR SHOW AND DANCE WEDNESDAY NIGHT
WHILE ATTENDING THE—

NORTH CAROLINA 76th ANNUAL
PHARMACEUTICAL ASSOCIATION
CONVENTION

RALEIGH, NORTH CAROLINA
MAY 8-9-10

We look forward with pleasure to greeting our friends and
making new friends at the convention—



The W. H. King Drug Company

"The House of Friendly and Dependable Service"

Raleigh, North Carolina

The Carolina S. D. BALCONY **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.



Justice Drug Company President P. A. Hayes at his desk in Greensboro.

MAY, 1956

XXXVII Number 5

IN THIS ISSUE

- **How an MD Spends His DPT**
- **Nation's No. 1 Pharmacist**
- **How to Put Vim into Vitamin Selling**

Old favorite . . . WITH NEW SELLING POWER

HOMICEBRIN

FORMULATED WITH VITAMIN B₆ AND NICOTINAMIDE



A NEW IMPROVED FORMULA

'Homicebrin' is now fortified with two additional ingredients—vitamin B₆ and nicotinamide. This offers youngsters more complete vitamin protection for healthy growth and development—at *no increase in price.*

Of course, taste-tested 'Homicebrin' still retains that delightful flavor. Just one teaspoonful daily usually suffices.

Tell your customers of this added benefit; boost sales and increase profits. Order adequate stock of 'Homicebrin' from your Lilly wholesaler.

*In bottles of 60 cc.,
120 cc., and 1 pint.*

ELI LILLY AND COMPANY • INDIANAPOLIS 6, INDIANA, U.S.A.





*Let them know that it's now available in
lotion as well as in cream form*

ZIRADRYL® cream · lotion

Benadryl® Hydrochloride with Zirconium

PROTECTS against poison ivy

if applied before or soon after exposure

RELIEVES poison ivy

and reduces spreading if applied after dermatitis appears

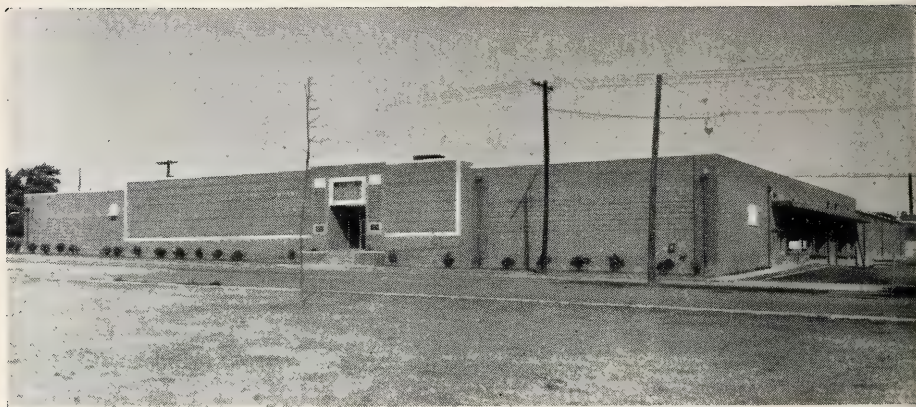
ZIRADRYL Lotion is supplied in 6-ounce bottles. ZIRADRYL Cream is supplied in 1-ounce tubes.

PARKE, DAVIS & COMPANY

Detroit, Michigan



The House of Friendly Service



2923 South Tryon Street
Charlotte, N. C.

Scott Drug Company

Service Wholesalers Since 1891

A Brand New Glorious Box For the Favorite Candy of the South

NOW

Personalized



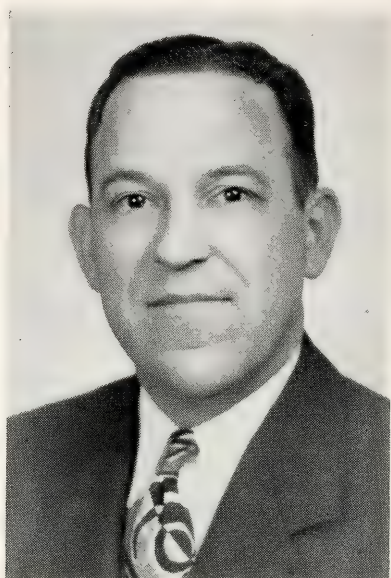
\$2.00 lb.

- Nunnally's creates a new appeal for fine gift candy!
- A box designed to capture the tradition of The South with space for the personal message of the sender.
- Record-breaking advertising and sales promotional campaigns!
- Spectacular Outdoor Posters (as illustrated) for seasonal emphasis!
- Television in special saturation schedules for extra selling strength!
- Plus . . . Window banners, point-of-sale displays and visual sales helps!



Nunnally's
THE CANDY OF THE SOUTH

North Carolina Representative:
R. L. Blanton
P. O. Box 84
Charlotte, N. C.



RAYMOND G. CARROLL

Justice Drug Company salutes Raymond G. Carroll who is beginning his tenth year as sales representative. Mr. Carroll resides in Statesville and serves the area including Catawba, China Grove, Clare-

mont, Cleveland, Concord, Conover, Granite Falls, Hickory, Kannapolis, Landis, Lenoir, Lincolnton, Morganton, Newton, Shelby, Spencer, Statesville, Stoney Point, Taylorsville, and Valdese.

TRY YOUR DRUG WHOLESALER FIRST



JUSTICE DRUG COMPANY

Greensboro, N. C.

DEPENDABLE SERVICE SINCE 1898

The Carolina JOURNAL OF PHARMACY

May, 1956

VOL. XXXVII No. 5

★

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Biggest Bargain on Main Street

Is there any sound reason why a pharmacist should apologize for a \$5 prescription, which in all likelihood will enable the customer to avoid hospitalization or an extended period of illness?

Louis E. Kazin of *Drug Topics* says "no" and he is right.

Did you ever hear of a mechanic apologizing for his service fees? Or a plumber, carpenter, electrician and so on down the list? These people render specialized services for which they expect and receive compensation in line with their ability.

As has been said so often, the "prescription dollar" is the biggest bargain on main street today. In the last eight years, modern medicine has saved the lives of more than three-quarters of a million Americans. Today, more than ever, a filled prescription means an unfilled hospital bed.

Your prescription customers prefer a \$5 "cure" rather than a 50 cent remedy. And with that "cure," they don't expect an apology for making available the biggest bargain on main street.

The Carolina Journal of Pharmacy is published monthly by the N. C. Pharmaceutical Association, Box 151, Chapel Hill, N. C. Subscription rate: \$3.00 a year; single copy, 25 cents. Entered as second class matter July 5, 1922 at the post office at Chapel Hill, North Carolina under the Act of March 3, 1879.



Society Sponsors Ads

Fifteen store-members of The Alamance County Pharmaceutical Society have joined in a cooperative newspaper advertising venture in Burlington.

The ads, 2-col., 10 inches, will appear at regular intervals. Text of the messages will be professional in scope.

After a general discussion of some appropriate topic, this line appears over the name of the participating pharmacies: "For your protection, buy your drugs in a drug store and have your prescriptions filled by registered pharmacists."

New Canton Pharmacist

John J. Ammons has accepted a position with Martin's Drug Store, Canton. He is a native of Robbinsville and attended the University of Florida School of Pharmacy.

Pharmacy Sold

M. A. Nicholson and H. H. Holt have sold the Troy Drug Company of Troy, N. C., to Pharmacist John R. Harrison, who will continue to operate the business without change in the firm name.

Rx Dept. Closed

The prescription department of Rocky Mount's Wayne Drug Store has been closed. J. S. Pierce, the pharmacist, has transferred to Matthews Drug Store.

E. H. Smith, formerly associated with Matthews, has moved to Tarboro where he is now pharmacist with Thornes Drug Store.

Converts to Restaurant

Miss Helen Duguid of Chapel Hill, until recently co-owner of The Carolina Phar-

macy, has accepted a position with Hood's Prescription Shop of Kinston.

The prescription department of Carolina Pharmacy has been closed and the business is being converted into a restaurant.

Eckerd Opens New Self-Service Unit

Eckerd's new self-service drug store is open in Durham's first multiple unit shopping center—The Forest Hills Shopping Center.

Vollie Shore is pharmacist-store manager; Mrs. Patsy Upchurch Latta, formerly employed in Eckerd's uptown store, has been transferred to the new store.

The self-service theme predominates with most merchandise on display. Check-out aisles are maintained. The soda fountain is located near the right front entrance.

Steve Perrow Returns

W. S. (Steve) Perrow returns to the state from Virginia as pharmacist with the Edgecombe Drug Company, Tarboro.

For the past year, Steve had worked in a pharmacy in his hometown of Bedford. Prior to that, after graduating from the UNC School of Pharmacy in 1953, he was employed by Tayloe Drug Company of Washington.

While at the University, Steve's outstanding record was recognized, with many honors coming his way. He was elected to the Order of the Golden Fleece, Order of the Grail, Order of the Old Well; served as an officer in many campus groups, and, during his final year at Chapel Hill, received the Pharmacy Student Body Award and the Buxton Williams Hunter Medal for campus citizenship and scholarship.

CECIL THE MAGICIAN

Druggist—Traveler—Ventriloquist

Magician—Hypnotist—Prestidigitator

Entertainment for schools, churches, clubs, banquets and lodges. Write, wire or phone for open date.

A. Coke Cecil

Hight Point, North Carolina

Nation's No. 1 Pharmacist Started Out Mopping Floors and Washing Bottles in Drug Stores

A man who once washed bottles and mopped floors in a drug store has become the nation's No. 1 pharmacist.

He is John A. MacCartney, 50, who was installed as president of the American Pharmaceutical Association at the annual convention in Detroit on April 13. In that post during 1956-57, he will lead over 10,000 pharmacists in their efforts "to maintain and achieve higher standards of professional practice and improvement of the quality of drugs offered to the American people."

A trim six-footer, weighing 173 pounds, MacCartney has been in or around drug stores most of his life. His first interest in medicines can be traced to his father, Jeremiah C. MacCartney, who was a druggist for 50 years in the same town, Claysville, Pa. But subsequently, the younger MacCartney got interested in pharmacy as a career and worked his way through the University of Pittsburgh College of Pharmacy.

He is a fluent speaker and has made over 100 talks on behalf of pharmacy and Parke, Davis & Company, with which he has been associated for 27 years. He's a lieutenant colonel in the U. S. Army Reserve, and his World War II experience included service with the 77th Infantry Division and later as chief medical supply officer for the U.S. Military Government in Korea.

His friends confidently predict that MacCartney will be the most active president in the 104-year history of A.Ph.A. His exact plans won't be known until he takes office, but he has already spoken about the need for pharmacy—both as a profession and an industry—to improve its public relations.

"Pharmacy is little understood by the increasingly healthy and long-lived Americans who have benefited most from it," he says, indicating he intends to try to do something about the situation.

Other Jobs Made Him Decide On Pharmacy

MacCartney was born and raised in Claysville, about 35 miles southwest of Pittsburgh near the West Virginia border. His druggist-dad believed in children working, so John and his two brothers and one sister helped do the chores in the family pharmacy.

After graduating from Claysville High School in 1923, MacCartney thought for awhile that he'd like to try his hand at something else. He got a job as a stock boy in a Cleveland (O.) paper company and lasted less than three months.

"I was fired," he recalls with the candor that has characterized him down through the years. Then, he worked for about a year in the credit department of a Cleveland department store.

The two jobs, by comparison, made pharmacy all the more attractive, so he went to work in a drug store at Turtle Creek, Pa., just east of Pittsburgh. A year as a clerk clinched his plans for the future, and he lost no time entering the University of Pittsburgh College of Pharmacy.

He worked his way through the three-year pharmacy course, attending classes 3½ days and clerking in an East Liberty drug store 3½ days each week, summers included. In his second year, he became a member of Kappa Psi, professional pharmaceutical fraternity. The next year, he was made regent (president), his first elective office in pharmacy. He was graduated in June, 1928, with a Ph.G. degree.

(Continued on page 226)

The 76th NCPA Convention, just completed in Raleigh, was one of the most successful meetings of the Association ever held.

Complete details in the June issue of the *Carolina Journal of Pharmacy*.

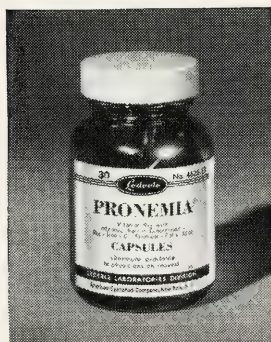
PRESCRIPTION DEPT. SPECIALTIES

A page of high-profit items worth stocking at all times



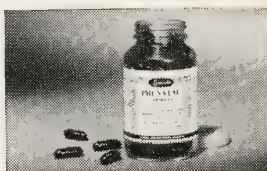
ACHROMYCIN* Tetracycline Liquid Pediatric Drops

A new, improved form of the drops so many MDs regularly prescribe! Same popular cherry flavor, but now ready-mixed, and in a 10 cc. plastic dropper-bottle. Makes accurate dispensing easy for busy parents. Potency: 100 mg. per cc. (20 drops). Sure to be one of your "best sellers." Order now to meet early prescriptions!



PRONEMIA* Hematinic

The most potent oral hematinic on the market. For treatment of all treatable anemias, including pernicious anemia. Each capsule contains Vitamin B₁₂, Purified Intrinsic Factor Concentrate, and all other known blood-building factors. Just one capsule daily! Bottles of 30, 100, 500, 1,000 and CENTURY-PAK* Bulk packages.



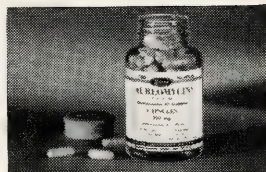
PRENATAL CAPSULES Lederle

The product many obstetricians always specify to assure their patients the top-quality Lederle formula. You can recommend it with the same confidence! All the vitamins and minerals usually indicated for better health throughout pregnancy and lactation. 100's, 1,000's and CENTURY-PAK.



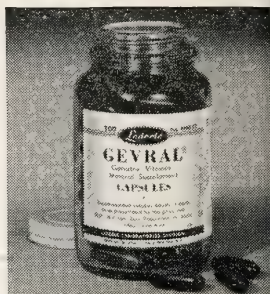
REVICAPS* d-Amphetamine—Vitamins and Minerals

Each well-balanced capsule helps the patient reduce by depressing appetite and supplying lift, bulk, and nutritional supplementation. A fine product that's gaining in sales every month! 100's and 1,000's, also CENTURY-PAK.



AUREOMYCIN* Chlorotetracycline Capsules

Eight years of world-wide use have proved the many merits of this outstanding antibiotic. More than one billion doses have been administered. A steady-demand product if there ever was one! Capsules of 50 and 100 mg. in 25's and 100's. Capsules of 250 mg. in 16's and 100's.



GEVRAL* Geriatric Vitamin- Mineral Supplement

A comprehensive dietary supplement specially designed for our "senior citizens." Each capsule provides 13 vitamins, 12 minerals, including B₁₂ and Purified Intrinsic Factor Concentrate. A popular product with an ever-increasing market among the middle-aged and elderly. Suggest it for your "old" customers! 30's, 100's, 250's, 1,000's and CENTURY-PAK Bulk packages.



DIAMOX* Acetazolamide

Already the most widely prescribed drug of its kind! An amazing versatile oral diuretic, for effective control of body fluids. Many uses: cardiac edema, epilepsy, acute glaucoma, obesity, premenstrual tension (a big market!), toxemias of pregnancy. 250 mg. tablets in 25's, 100's and 1,000's.

SMITH WHOLESALE DRUG CO.

SPARTANBURG, S. C.

A Young and Growing Service Wholesale House,
Owned and Operated by Registered Pharmacists

We Appreciate Your Business



Officers of The Alamance Pharmaceutical Society are, left to right, Robert Woody, president; Neal Jennings, secretary-treasurer; Joe Barbour, immediate past president; and Sandy Griffin, vice president.

**82 MILLION
PACKAGES
A YEAR...**



HEADACHE

NOTHING BETTER—NOTHING FASTER

***Manufactured exclusively
in North Carolina
Since 1910***

B. C. Remedy Co. DURHAM, NORTH CAROLINA

How to Put Vim into Vitamin Selling

I note the program lists my talk as "How to Put Vim into Vitamin Selling." That could be changed to "Let Vitamins Put Vim into Your Sales." Webster defines vim as "force, vigor, energy, spirit." Increasing your vitamin sales will put those same factors into your customers at the same time.

If we take the word VIM and break it down into its component letters, we have V—for vitamins, I—for information, and M—for money. In other words vitamins plus information properly used will equal money for the retail pharmacist. In order for this to achieve its greatest consummation, we would need to have four things: 1) the right product, 2) useful sales information, 3) continuous display, and 4) continuous effort.

The June 13, 1955 *Drug Topics* gave a very interesting and at the same time challenging picture, comparing vitamin sales by outlets in 1953 and 1954. Basically we get these figures, founding out the dollar sales of each outlet to the approximate million:

	1954	GAIN OVER 1953
	%	\$(Millions)
Drug Stores.....	1.7	182
Department Stores.....	1.4	6
Mail order houses.....	1.7	5.5
Food Stores.....	5.2	5
House to House Salesmen.....	34.2	13

We can see by looking at these figures that the two outlets that present the greatest challenge to us are the food stores and the house to house vitamin seller. In the case of the food stores they had an increase three times that of the drug stores, and in the case of the house to house salesmen, they had an increase percentagewise twenty times that of the drug stores!

If we were to assume that in 1954 there were 50,000 retail pharmacies in the United States, it would mean that the house to house boys did the equivalent of \$300.00 per store. Early estimates on their sales for 1955, due to their greater activity, indicate a total vitamin sale for the door-to-door man of

By

GEORGE A. STEVENSON

Divisional Sales Manager

The Upjohn Company

\$30,000,000.00, or approximately \$600.00 for each drug store in the United States. As you know the more active house in this field has been Nutrilite. In the Yellow Pages of the District of Columbia phone book there are seven Nutrilite men listed under the caption "Vitamins," and only one druggist. Other houses making the housewife their target in an effort to get the vitamin sale are Avon, Raleigh, Fuller Brush (with 7000 men nationwide), and others. This is the growing field and is the segment that requires topflight competitive effort on the part of the druggist if it is to be successfully combatted.

Now, it would seem to me, we should talk a little bit about vitamins. What is a vitamin? A vitamin is a substance found in small amounts in food, which is necessary for the utilization of that food by man. They are not generally produced in the body and must be derived from outside sources, such as food or supplementation.

What do vitamins do? Vitamins in the role of enzyme activators or parts of enzyme systems take part in the vital chemistry of our body, particularly that chemistry involved in the breakdown of food, the release of energy from that food, and the synthesis of food molecules into cellular elements to repair or replace tissues damaged by wear, disease, trauma or privation.

(Continued on page 197)

WEIGHT WATCHERS

ARE OUT LOOKING

FOR Sucaryl®

**Non-caloric sweetener
for reducing and diabetic diets
Tablets • Solution • Powder**



And it's not just the fat ones, either. The chubbies, the plumps, the stouts, the so-so's—they're all out. The new national advertising is part of it, of course. But it all goes back to the product itself: *A non-caloric sweetener which actually and absolutely cannot be told from sugar in its normal use. It's as simple as that.*

Abbott

VITAMIN SELLING

We should keep in mind that energy comes from food, but vitamins are essential for the conversion of food into energy. Vitamins spark the metabolic processes which change carbohydrate, fats, and protein into useful energy. This is one of the reasons why daily vitamin supplements are important. Vitamins then are:

1. Necessary for food metabolism and release of energy.
2. Every cell needs vitamins for its normal and complete functioning.
3. Necessary for maintenance of normal tissue and its function.
4. An aid to resistance by restoration of tissue to normalcy.

We should remember that vitamin deficiency is most frequently limited in extent and multiple in nature. When vitamin failure is of a mild degree it produces effects which are insidious, elusive, ill defined and difficult to diagnose. These effects may be weakness, loss of appetite, irritableness, skin eruptions, personality changes, lack of initiative, and mental confusion. These vague complaints are expressions of nutritional faults, mild expressions of biochemical disorders, and forerunners of more serious impairments.

Vitamins can be lost in many ways. Here are some examples:

1. In the growing of foodstuff—soil, climate, and growing season.
2. Transportation.
3. Storage—dehydration.
4. Food processing—milling and canning.
5. Preparation of food.

Just as vitamins are lost by certain factors, so also are they not gained by others. For example:

1. Consumption of empty calories. "Empty calories" are those calories or sources of body energy that do not carry with them biologically good protein and essential vitamins. Examples would be sugar, alcohol, starch, and cooking fats. From the years 1909 to the year 1952, according to a governmental survey, the

"empty calory" intake has increased by about 25%. This does not take into consideration "empty calories from alcohol and starch, but only includes sugars and cooking fats. On this basis we can see then that one-third of the average diet today is "empty calories" devoid of vitamins.

2. Restricted diets, personal likes and dislikes regarding certain foods, dentures, and other factors do much to see that vitamins are not gained.

From the foregoing information and from the film "Energy Release from Food," that preceded this talk, the one point that I hope they make us realize is that vitamins are essential for life itself.

Now let's take a look at the vitamin market as we know it today. It can be divided into three segments:

1. The "sick" market.
2. The "half-sick" market.
3. The "well" market.

The vitamin market to date in the average drug store has been developed mainly through the efforts of the detail man. This has been the "sick" market—that is, vitamins for the ill, either prescribed or recommended by the doctor. This market requires little effort on the part of the druggist or his clerk except the keeping of adequate stock and the maintenance of fair prices.

The "half-sick" market is the huge market whose potential comes from the sale of vitamins as companion items. Here we would suggest the use of a small size, such as the Unicap 24 selling for 94 cents, as "new-customer getters." Certainly we could not hope to make many companion sales of vitamins if we were to choose the bottle of 250 Unicaps selling at \$6.96 to the customer buying a seventy-five cent box of cold capsules. But many of the sales of 24 will develop into sales of 250s at a latter date. The following are possibilities of the use of vitamins as companion items:

1. Cold capsules (need for cold capsules shows low resistance and many stores use 24's of Unicaps scotch-taped to their

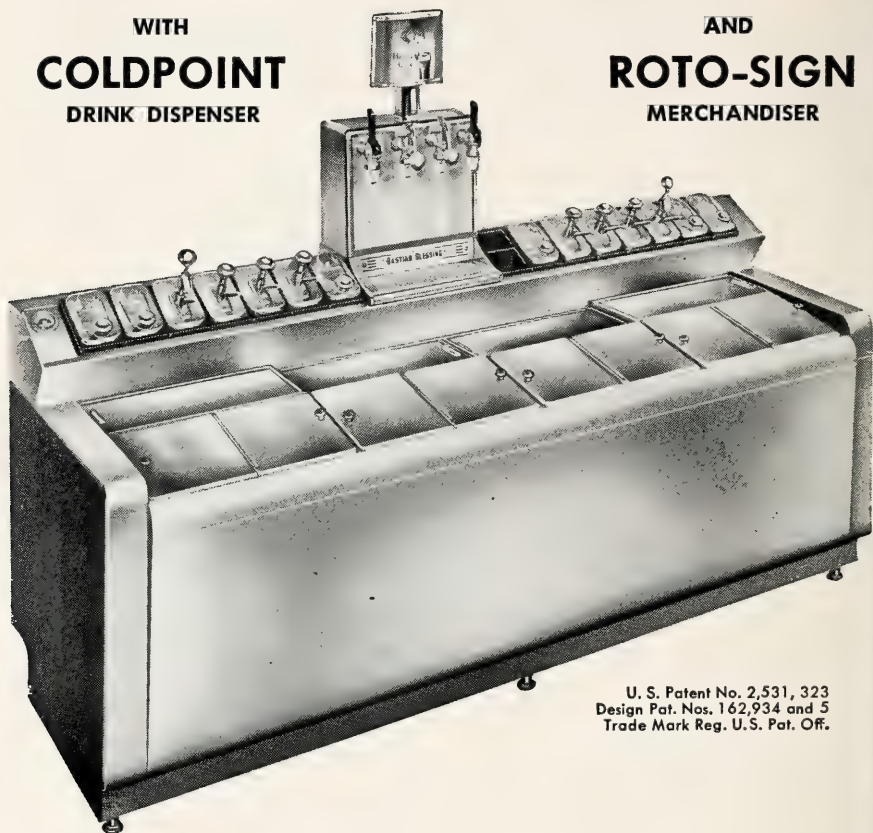
(Continued on page 199)

TWIN-SERV

THE SENSATIONAL SODA FOUNTAIN

WITH
COLDPOINT
DRINK DISPENSER

AND
ROTO-SIGN
MERCHANDISER



U. S. Patent No. 2,531, 323
Design Pat. Nos. 1,62,934 and 5
Trade Mark Reg. U.S. Pat. Off.

Now the dual efficiency and clean beauty of the exclusive TWIN-SERV, pacemaker of the industry, are combined with the large volume beverage-serving perfection of COLDPOINT and the sales stimulating effect of colorful ROTO-SIGN. Put this winning combination to work for you. Made exclusively by Bastian-Blessing, world's largest manufacturer of food fountain equipment. See this fountain yourself, or write us for catalog.

GRANT E. KEY, INC.

Manufacturers — Distributors

LYNCHBURG

VIRGINIA

VITAMIN SELLING

cold capsules and sell as a unit. The repeat business on the larger sizes as a result of this effort is amazing.)

2. Nasal sprays.
3. Cough syrups.
4. Dandruff preparations (these three show lack of tissue integrity)
5. Nerve remedies. (nerve tissues metabolizes 26 times as fast as other tissues)
6. Anti-acid preparations (show a restricted diet)
7. Laxatives. (show a poor intestinal tone)
8. Eye lotions & drops.
9. Inhalers.
10. Kidney remedies.
11. Sleeping preparations. (these four show lack of normal tissues function) and ad infinitum.

This "half-sick" market represents the people who usually do not seek the advice of the physician, and in many cases the vitamins sold them as companion items will probably prove more beneficial than the original item asked for.

There is one big thought to keep in mind at all times, and that is to choose and sell a drug store brand of vitamins, for example, Unicap Vitamins.

Many times when you are suggesting vitamins to the person buying cold capsules, cough syrups, etc., they will ask you "What kind of vitamins do you recommend?" A selling answer would be "The kind the doctor uses." Then be sure the vitamin shown is the "kind the doctor uses"—Unicaps. Other short points on Unicaps would be, "they're small, easy to swallow," "no burp, no bounce," "they insure good health," and "they are health insurance for only three cents a day."

These two segments of the vitamin market in the drug store—the "sick" market, and the "half-sick" market can be helped by the use of display. A recent Neilsen Survey mentioned in the July 4, 1955 *N.A.R.D. Journal*, on twenty drug commodities and their percent of sales increase comparatively, in the drug store and in the food store, shows this picture:

	1952	1953	1954
Drug Stores.....	74%	70%	67%
Food Stores.....	26%	30%	33%

We can see that the percent sale of these items by the drug store is decreasing, and the food store share increasing. While the drug store volume remained the same from 1952 to 1954 on these items, the increased sales in food stores prevented the drug stores from showing increased sales to match population expansion and increased consumer income. *Display alone has done this for the food store. Display awakens the buying impulses of the customer.*

This same article continues, and this is the premise that drug stores are here to stay—but at the same time let us recognize that druggists must sit up and take notice of what is going on in the retail world around them, and proceed to pitch into the competitive struggle with all their strength."

Certainly, we all know that display space is limited, but let's give consideration to displaying items such as vitamins, that are not displayed in the food store, and for which the customer must return to the drug store.

Tests on the value of display versus non-display have shown that where displays are kept stocked and immaculate, sales on the items displayed would increase 35%, and where the store had no display, would decrease 26%—a difference of 61%!

Another study made over a three month period with three brands, using the manufacturers' display stands showed:

Brand A.....	7% sales increase
Brand B.....	16% sales increase
Brand C.....	8% sales increase

We can only assume that the larger increase on Brand B was due to it being better recognized by the customer.

Knowing the impact of display on sales we could then rationalize in this fashion on vitamin selling:

1. The right product (a drug store brand) alone will give us \$100.00 in sales.
2. The right product plus display will give us a 35% increase or \$135.00 in sales.

(Continued on page 201)

Bactine®

**ASSORTMENT
#1120**

[illegible]

**THE SPRAY WAY IS
THE IDEAL WAY**
FOR SUNBURN, CUTS and
SCRATCHES, INSECT BITES!



ORDER NOW
to Fire up your
Summer Sales!

FTM Retail... \$15.84
YOUR COST... \$10.32
YOUR PROFIT \$5.52

NOTE: Bactine Assortment #1120 costs even less when included with other Miles products in a \$25, \$50, or \$100 order.

**Bactine now advertised
on TV on...**

ON TV ON...
"DING DONG SCHOOL"
 (NBC)
 and
 Walt Disney's
"MICKEY MOUSE CLUB"
 (ABC)

Copyright
 Walt Disney Productions

MILES LABORATORIES, INC. • ELKHART, INDIANA

Partner of the Retail Druggist for more than 70 years

VITAMIN SELLING

I believe we will all agree that a display should be attractive and if possible have light and motion. This unique Unicap-Zymacap Display Rack which has been available from your Upjohn salesman certainly answers those requirements. It is attractive and has light, and when equipped with this flasher adds the attention-getting appeal of "light in motion."

The last segment of the vitamin market to be discussed and probably the most important from possible sales potential is the "Well" market. This is the market that the door-to-door salesman is after, this is the market that can be captured by the druggist with display, information, and effort.

Here are some of the segments of the well market:

1. Vitamins for all the family. Just as the door-to-door salesman sells on the club plan, so can you if you wish, on the basis of selling four bottles of Unicaps 250s, and billing the customer for one bottle for four months. This works. Try it.

2. The teenager. Appeal to the parent. *Reader's Digest* for December 1955 has an excellent article on the teenager's "jitterbug diet" as shown by numerous surveys, and the need for its correction. Many good sales points can be gathered from this article, that will help you to sell vitamins to the parents of teenagers.

3. Boys in service. All of us know the families who have sons or daughters in the army, navy, etc. We could suggest sending them a bottle of vitamins and it will be an appreciated suggestion.

4. Children in college. On your suggestion many a mother or father will send vitamins to their offsprings away from home, if you will show the need for them.

5. Relatives abroad. This usually results in a large unit sale.

6. The geriatric customer (this means the man or woman over 40—not over 70!) Speak of the improved skin texture that

steady supplementation will give. Don't tell a customer he or she needs vitamins because they're getting old. Rather, tell them "that vitamins will aid in keeping them as young as they are."

7. Investigate possible sales of vitamins to nursing homes, convents, schools, etc., in your locality.

Above all else, choose and sell a brand of vitamins, such as Unicaps, that are sold only in the drug store. The XYZ brand sold by the drug store makes the offbrands sold by the food store and the door-to-door salesman, just as good, in the eyes of the customer.

Many stores have given their vitamin sales a definite impetus by establishing a vitamin department. Here we would suggest, pick a good traffic spot, and have all brands but feature one. A few suggestions are:

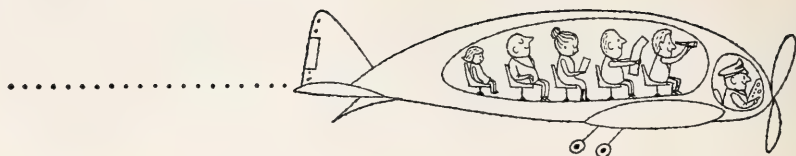
1. Best location. Usually shelf section back of register at main drug counter.
2. Sign. Large "Vitamin Department."
3. Use display cards of manufacturers on super structures.
4. Have shelves taped with prices.
5. Have each bottle of each product priced. Keep competitive.
6. Stock the larger sizes, and when presenting them to the customer show him the saving over the small size. For example, the antique bottle of 250 Unicaps represents a savings over the bottle of 24 of \$2.82. In addition the empty bottle will make a handsome spice bottle.

I know of one drug store in Washington, D. C., which really has a vitamin department, and today over 70% of his sales are represented by vitamins.

Again, I would like to repeat that we should feature drug store brands, and by that I mean brands that you already have a good demand for. This means these advantages to you:

1. Rapid turnover.
2. Ease of selling.

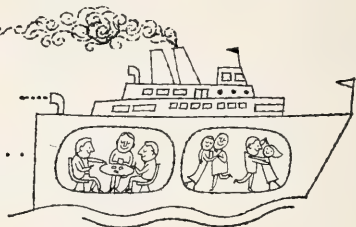
(Continued on page 203)



Your
market...



millions
of traveling



Americans



Each spring and summer, millions of Americans take to the open road, the skies and the waterways. And whether on a long ocean voyage or a short spin by car, countless thousands experience the vague discomforts of motion sensitivity or the full-blown misery of motion sickness.

This huge market for BONAMINE can be a huge market for *you*—make sure to check your stocks today!

Bonamine^{*}

BRAND OF MECLIZINE HYDROCHLORIDE

The only motion-sickness preventive effective in a single daily dose.

		Product Number	Your Price	Suggested Retail Price	Your Profit
.....					
BONAMINE CHEWING TABLETS	Pleasantly mint flavored				
Boxes of 8, 25 mg. sugar coated, individually wrapped		4291	\$.66	\$ 1.10	\$.44
.....					
BONAMINE TABLETS	Scored, tasteless				
Boxes of 8		4281	.66	1.10	.44
Bottles of 100		4271	7.20	12.00	4.80
Bottles of 500		4286	32.40	54.00	21.60

*Trademark



PFIZER LABORATORIES, Brooklyn 6, N. Y.
Division, Chas. Pfizer & Co., Inc.

VITAMIN SELLING

3. Wide consumer acceptance.
4. A good, fair profit. Measure this profit in dollars and not per cent. I believe most of us would rather sell three bottles of a vitamin at \$3.00 each and make a dollar per bottle, than to sell only one bottle at \$3.00 and make \$1.50.

The last factor needed to put VIM into your vitamin sales is *Effort*. Effort would include:

1. Display of vitamins at main drug counter. At least two square feet, adjacent to cash register, year round.
2. Display of vitamins at cosmetic counter. Remember that the housewife, the target of the door-to-door salesman, comes here. Vitamins would be a good companion item for hormone cream, complexion cream, etc. Stores that have been doing this are thoroughly sold on maintaining a display at the cosmetic counter. The new beautiful antique bottle of Unicap 250 lends itself well for this purpose.
3. Feature drug store brands only. Many times I have heard marketing professors at pharmacy schools suggest the promotion of drug store brands only by the drug store.
4. Sell larger sizes—stress savings. Sell the club plan for family use—4-250 Unicaps.
5. Feature Vitamins in windows at all times.
6. Feature Vitamins on windows at all times, banners, etc.
7. Sell vitamins as companion items—to get new vitamin customers.
8. Sell the “well” market. To illustrate the potential in this market it took the Upjohn Company and you 15 years to sell more than 5,000,000,000 Unicaps, and for you to realize the profit on them. If every man, woman or child in the United States were taking a Unicap a day, we

would have to make and you would have to sell 5,000,000,000 every thirty-four days! whew! Ask each customer, “Have you had your Unicap today?” “They will make you feel better, look better, sleep better, and eat better.” “They will keep the sparkle in your eye, the spring in your step.”

9. The prescription customer. Put leaflets like this Unicap-Zymacap folder in all prescriptions envelopes or packages. One store that did this increased his vitamin sale about 50%.
10. Put leaflets in all packages leaving the store.
11. Put leaflets in monthly statements.
12. Place also in your local papers. They might say, “Buy your vitamins from the man who knows vitamins—your pharmacist.” We have mats available on Unicap and Zymacaps.

You have an obligation to see that your customers are buying and taking a good drug store brand vitamins for which they paid a fair price and on which you made a fair profit. Your customer with a large bottle of a drug store vitamin in her medicine chest will be a hard one for the door-to-door man to sell.

Please keep in mind that the right product alone, comparatively speaking, will put \$100 in your cash register; the right product plus display will give you \$135; and the right product plus display plus information and the needed effort will raise that \$135 to any level you desire and work for.

Your Upjohn salesman and men from the other leading ethical pharmaceutical houses producing vitamins will be glad to assist you in all ways with displays, booklets, information, etc. For example, we have this excellent Vitamin Manual, available from your Upjohn man.

Remember VIM means V—for vitamins, I—for information, and M—for money in your cash register.

A New Edition of Remington's Practice of Pharmacy

The Eleventh Edition of Remington's Practice of Pharmacy (R.P.P. XI), the latest to be released in the series beginning in 1885, is the most impressive pharmaceutical text and reference work yet published. This famous book, which also appears in a Spanish Edition, is said to be used in practically every country in the world as a reference treatise on the manufacture, chemistry, pharmacology, and therapeutics of modern medicines.

The Editors, Drs. Eric W. Martin and E. Fullerton Cook, the four Associate Editors, Drs. E. E. Leuallen, Arthur Osol, Linwood F. Tice, and C. T. Van Meter, with the assistance of more than 200 associates have spent three years in completely modernizing the method of presentation and bringing the contents up to date. R.P.P. XI contains all information in the U.S.P. XV and the N.F. X, which became official on December 15, 1955.

It is also based on the British Pharmacopoeia 1953, New and Nonofficial Remedies 1955, the International Pharmacopoeia, and other recent compendia. No other volume compiles such a vast amount of scientific information relating to pharmacy in such a clear, precise, and logical manner. Each biological, chemical, pharmacological, and technical category has been carefully designed to cover its own particular aspect of pharmacy thoroughly yet concisely by authorities in each field.

No single volume has ever presented as comprehensive a coverage of all facets of the pharmaceutical profession. An enlarged section on physical pharmacy

describes the theory and application of modern techniques such as chromatography and rheology. Large sections are also devoted to inorganic pharmacy, organic pharmacy, biological pharmacy, and analytical pharmacy wherein the descriptions, chemistry, methods of preparation, pharmacology, therapeutic and pharmaceutical uses, and doses are provided for the entire gamut of official and important unofficial products from acacia to zinc undecylonate, including vaccines, diagnostic agents, vitamins, and other natural and synthetic compounds. The three most active areas in the profession at the present time, antibiotics, antihistamines, and hormones, are fully covered.

The preparations of pharmacy are presented in considerable detail with extensive sections on manufacturing of tablets and other pharmaceutical products. Special emphasis is given to parenteral preparations, ophthalmic solutions, and ointments. Pharmacists will find that the long lists of synonyms will be of considerable aid in identifying products and their sources. Thousands of specialties are also described; included are statements describing their composition, uses, and doses. Extensive treatments of compounding, dispensing, prescription handling, and pharmacy administration will be helpful to the pharmacist who owns or manages a store.

The chapter on hospital pharmacy is the most complete treatment of this rapidly developing field available in print. It has been drastically revised by outstanding authorities actively engaged in directing pharmaceutical services in the hospital.

— — — — — ORDER BLANK — — — — —

W. J. Smith, Box 151, Chapel Hill, N. C.

Check enclosed for \$18.00. Mail copy of Remington's Practice of Pharmacy, 11th Edition, to

Name

Address

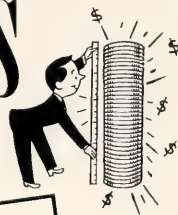
(OR USE LABEL)

you know, **BUT...**
do your clerks know?



larger unit sales mean

BIGGER PROFITS



display and sell
the **"FAMILY PACK"**

50 POWDERS
or
100 TABLETS

REPLACEMENT OR A REFUND OF MONEY
★
Guaranteed by
Good Housekeeping
if not as advertised therein



... a better value for your customer!

The

Equanil[®]

Rx

E

MEPROBAMATE

(2-methyl-2-*n*-propyl-1,3-propanediol dicarbamate)

Licensed under U.S. Patent No. 2,724,720

FILLED AS PRESCRIBED

When you fill with EQUANIL, you do more than observe a Law of Demand and Comply. You take an economic step for yourself that makes business sense. EQUANIL is big! Supplies are growing! To make the most of this opportunity, keep your tie-in with the specific demand! Watch that stock! It's your way to cash in!

Wyeth

®

Philadelphia 1, Pa.

WYETH PROMOTION BACKS YOU ALL THE WAY!

*Trademark

Supplied: Tablets, 400 mg., bottles of 50.

Random Comments

By

W. J. Smith

We now have a still greater appreciation of pharmaceutical advertising after learning shipment of 100,000 Pabalate-HC folders were stolen on their journey from the A. H. Robins Company of Richmond to New York. The truck, carrying the folders, was hi-jacked in New York.

* * * * *

A lady clerk newly employed by the Medical Center Pharmacy of Burlington was d-faced for days after learning of a slip-up in a sales transaction. On call for a "Lanteen Refill" from a male customer, the young lady, in the belief a certain type of writing product was desired, asked: "What sort of pencil do you have?"

* * * * *

Clyde Eubanks estimates more than three million people have checked their weight on a set of scales installed in his Chapel Hill pharmacy in 1925. "Best piece of advertising I ever invested in," says Mr. Eubanks.

* * * * *

J. C. Jackson of Lumberton has written a 2-page humorous document involving his operation. On request, JC might part with a copy of "King for a Day."

* * * * *

The *Better Homes & Gardens* folks tell their June issue will be of special interest to pharmacists because of an article entitled, "Why all the Mystery in Prescriptions," and by way of passing, they say they won't be displeased if you place

a copy of the issue on your prescription counter, open, of course, to the article.

* * * * *

● Last year 37,800 Americans were killed in traffic accidents, including John "one for the road" Baker.

* * * * *

● And while on the subject of "traffic," here are some facts as represented to us: (1) 3 out of 4 traffic accidents happen in clear weather on dry roads; (2) Saturday is the most dangerous day of the week to drive; (3) 4 to 8 p.m. are the most dangerous hours of the day to drive; and (4) excessive speed was the principal cause of traffic accidents in 1955.

* * * * *

● The Veterans Administration is shifting its purchasing policy from brand-name basis to generic name in order, says the Agency, to eliminate duplication, reduce inventories and permit competitive purchasing. 116 brand-name items have been replaced with 25 generic-named items.

* * * * *

● Virginia joins Oregon, Michigan, Florida, Georgia, Arkansas and Nebraska in seeing its state fair trade act invalidated, as far as the non-signer clause is concerned, by the state's highest court. Fair Trade is still legal in 38 states.

* * * * *

● We are quite certain this is not representative, but we ran across this little item in a Duke University publication: He: "Would you like to go steady?" She: "Oh, yes!" He: "Have you tried taking castor oil?"

* * * * *

● As the Cliff Daniels prepared to leave the Truman homestead in Independence, none other than an ex-president of the United States, acting as porter, carried their traveling bags to the car.

The **ROBINS'** Representative

is pre-selling these Robins' products

for you—in your area

-THIS MONTH



✓ **DONNATAL® EXTENTABS**

DONNATAL® Tablets and Capsules

DONNATAL® Elixir

Donnatal is outstandingly the No. 1 prescription antispasmodic. Its unique Extentabs form gives 10 to 12 hours' effects on a single dose. Its Elixir form also serves as an excellent spasmolytic vehicle for many other drugs.

✓ **DONNATAL® PLUS** (Donnatal with B complex)

DONNATAL® NO. 2 (Donnatal with augmented sedative efficacy)

Two variations of the Donnatal formula that are proving increasingly popular with physicians—Donnatal Plus for comprehensive treatment of chronic fatigue; and Donnatal No. 2 as a sedative when antispasmodic effects are concurrently desired.

✓ **PABALATE®-HC**

PABALATE® and Pabalate-Sodium Free

The leading "family" of antirheumatic preparations—whether for safer steroid hormone administration, or for more effective salicylate treatment.

✓ **ENTOZYME®** Tablets

Digestive enzyme supplement, to promote improved nutrition, especially in older patients; gives excellent results too in psoriasis.

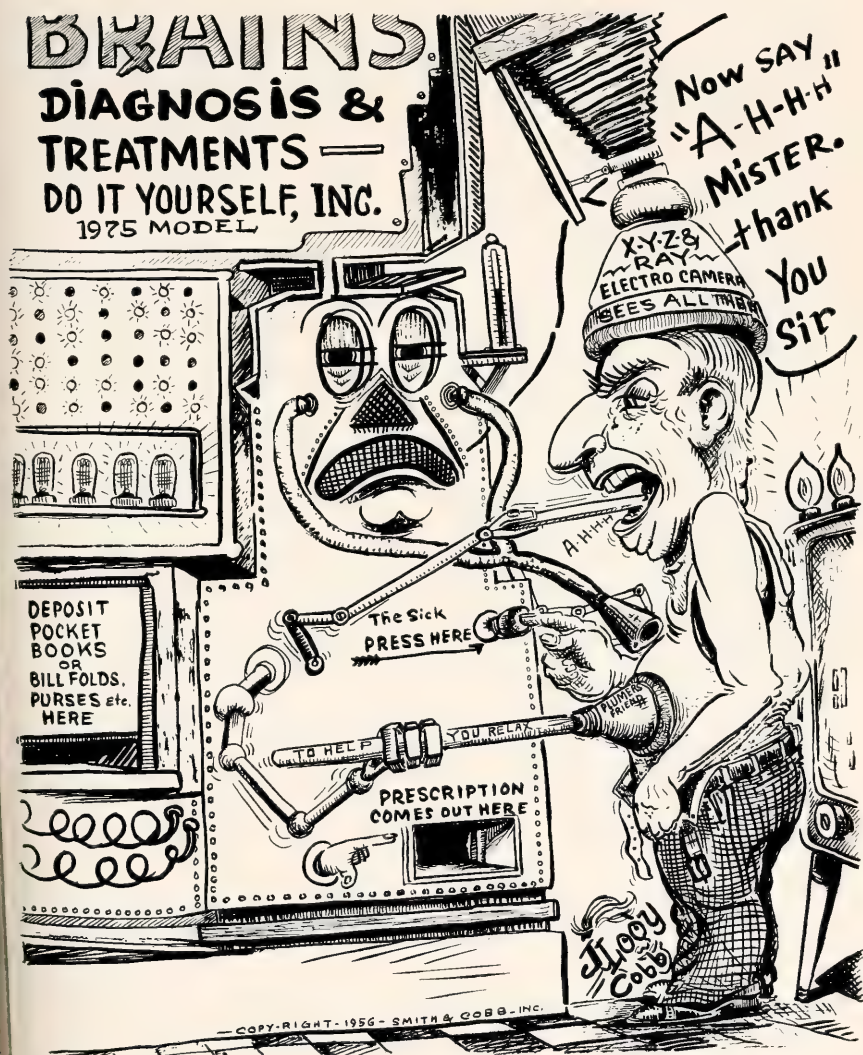
A. H. ROBINS CO., INC. RICHMOND 20, VIRGINIA

Ethical Pharmaceuticals of Merit since 1878



...better check your stock NOW!

Socialized medicine machine—Patent not applied for



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You Can Be Assured You Are Providing Your Customers with Finishing That Is "Truly the Finest in Snapshots" if You Are Served by Either of Two of North Carolina's Largest and Best Equipped Photo Finishing Plants.

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THE WORLD'S FINEST SALTED NUTS

Fresh From Our

Double Kay

NUT SHOP

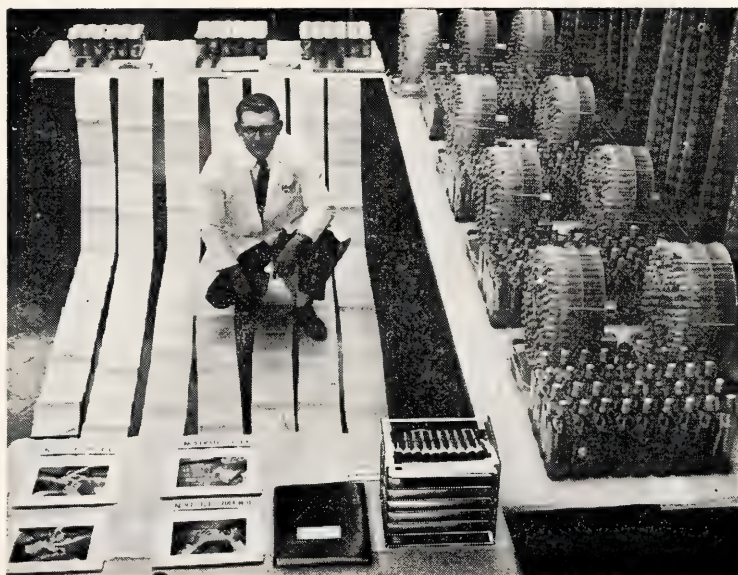
DEPARTMENT ® **KK**

The leading drug store owners in your state will tell you the Double Kay Nut Shop is producing more sales and profits than any item in the drug store occupying similar space.

IF—you have a clean, first-class drug store, let us reserve a Nut Shop for you.

THE KELLING NUT CO., 2800 W. Belmont Ave.

Chicago 18, Illinois



This picture tells part of the complex story of polio vaccine manufacturing and testing at Eli Lilly and Company. James W. Smith, Ph.D., assistant department head, tissue culture testing, is shown with a display of items which have a part in the processing of a single manufacturing lot of the vaccine. The seven long strips of paper carry the detailed instructions for manufacturing and testing the lot. End to end, they would extend more than 100 feet. On the table at right are 16-ounce bottles and roller drums containing the test tubes used in the tissue culture safety tests. Kidney cells are growing in both bottles and tubes. Each lot requires 180 bottles and 1,440 test tubes. In the glass jars on the back table are the brains and spinal cords of test monkeys. In front of these are the slides containing 240 sections of these organs for histopathological examination. In the foreground are pictures of animal tests and virus titration tests; a black notebook containing the protocols for the National Institutes of Health, which are a complete record (averaging 100 pages) of everything that is done to a lot of vaccine; and a rack containing tubes of artificial media used in the detection of tuberculosis organisms. As Dr. Smith points out: "In the matter of testing, polio vaccine is the most complex biological known."

Diabetes Deepens the Doctors' Dilemma

Fifteen years ago this month, in an isolated part of Newfoundland, an Army bomber crashed against the forbidding landscape, killing the lone passenger, Sir Frederick Grant Banting.

However dark was his end, it could not dim Banting's brilliant career. For it was he who at the age of 31 had isolated the long-sought hormone of the pancreas—insulin. Two years later he shared the honor of a Nobel Prize and became one of medicine's immortals.

Banting's work revolutionized diabetic treatment, but its meaning went far beyond a single medical problem. Since 1834, the entire field of endocrinology had been sunk in endless failures to extract the hormones. Endocrinology's fruitful years date from 1921 when Banting proved that the anti-diabetic hormone existed in extractable quantities. Much of the story of carbohydrate metabolism, too, has been written since Banting's day.

To the very end, however, Banting's interest largely remained with insulin. He stated his life-long problem in the October 4, 1924 issue of the *Journal of the American Medical Association*: "The exact mode of action of insulin is not clearly known."

At the time of his death, Banting still had not learned insulin's secret—nor has anyone yet. Despite more than 30 years of research, the mode of action of insulin remains, in 1956, one of the major unsolved problems of diabetic research.

There are today three main theories of the mechanism of insulin action, each pro-

posed by outstanding research teams, all with a great amount of credible evidence on their side. The only feature that these theories have in common, however, is that each offers an explanation for how insulin increases the utilization of sugar.

One school would ascribe to insulin the relatively simple function of promoting the transfer of glucose across cell membranes. Another group says that insulin is indirectly involved in the basic reaction of carbohydrate metabolism—the hexokinase reaction—by counteracting the inhibitory effect of other hormones. The third school would assign to insulin the ubiquitous function of being essential in the creation of energy by the phosphorylation reaction.

The permeability school, headed by Levine and co-workers, believes that insulin promotes sugar utilization by aiding the transfer of sugar from the blood into the cells of the body. The school of Levine, et al., divorces insulin from the complex enzymatic events of carbohydrate metabolism.

The school which holds that insulin is antagonistic to the hormones of the adrenals and pituitary which inhibit the hexokinase reaction is headed by one-time Nobel winners Dr. and Mrs. C. F. Cori of St. Louis.

Dr. W. C. Stadie, leader of the third school, recently published a review of experimental evidence on insulin action emphasizing that a defect in the phosphorylation reaction (by which high energy phosphate bonds—ATP, and so on—are formed) would explain most, if not all, of the metabolic problems occurring in a diabetic.



The sharp divergence of opinion about insulin was clearly demonstrated at the New York Diabetes Association meeting in New York last fall. Dr. Cori, who was the first speaker, started with the conclusion that insulin acts on the hexokinase reaction. The problem, now, he said, is to locate hexokinase in the cell—is it in the membrane or in the interior?—and then decide whether insulin acts first in the actual utilization of sugar or in cell permeability.

Dr. Cori was followed by Dr. Nome Baker of Cleveland whose work with labelled glucose tends to support the Stadie School. Dr. Baker said that the question to be settled is whether a diabetic with high blood sugar—without insulin—can use sugar as well as a normal individual can use sugar at low levels.

Later the same day, the head of the third school, Rachmiel Levine of Chicago, put it this way: Insulin causes an increase of glycogen (stored form of sugar), a decrease of fat, and a rapid decrease in ketones in the liver. And we simply do not know the mechanisms involved. Period.

Now a new element, oral antidiabetic drugs, have appeared to compound the confusion. But the development of these new drugs may force a reevaluation of the present varying concepts of insulin's role in the body. And, in the light of new findings, a definition may appear.

One of the new drugs, called Orinase—being developed in this country by The Upjohn Company—like insulin reduces the amount of sugar in the blood; yet is not an insulin, nor does it bear any structural relationship to insulin. It is a sulfonamide compound which lacks the characteristic grouping of the antibacterial sulfa drugs.

Orinase's history begins in the same year as Banting's death. In the early 1940's when penicillin and its antibiotic ancestors were yet to come, the sulfa drugs were in their heyday, and research labs all over the world were looking for new and safer sulfas. During the search, a group of French workers noted that a certain sulfa derivative produced a fall in blood sugar.

Nothing much was heard of this derivative, however, until late in 1955. Then, in

a single issue of the German medical journal, *Dtsch. med. Wschr.*, three separate papers announced a new, orally-active, antidiabetic drug—a derivative of the original sulfa drug.

This month, Dr. I. A. Mirsky of the University of Pittsburgh told a meeting of diabetic specialists that Orinase is the best oral compound so far discovered to reduce the characteristic high blood sugar of diabetics. At the same time, Drs. Max Miller and J. W. Craig of Western Reserve University, Cleveland, agreed that Orinase seemed effective and predicted that it and similar compounds would do much to stimulate diabetes research.

Studies with Orinase and similar compounds to date indicate that the new drugs may ultimately eliminate the need for insulin injections in many elderly diabetics, but probably will not affect young diabetics. A letter recently mailed to physicians in this country advised them that these drugs are still in the experimental stage—their precise action is not yet known.

The importance of these new drugs and the absolute need to define their role in diabetes may be expected to bring about a reexamination of the present varying concepts of insulin's action—and perhaps a final definition of what Frederick Grant Banting sought to accomplish.

And Banting was concerned with only one link in a long chain of medical puzzles called diabetes. But, link by link, the entire chain still baffles medical science.

Cover

"How do you manage to keep such a clean desk?" we asked Mr. Hayes, after seeing the picture reproduced on our cover page this month.

"That's simple," replied P. A. "All the credit goes to Mrs. Ethel Pierce, my loyal, efficient secretary. She sees that my desk is cleared of all correspondence every day."

Mr. Hayes is completing his 53rd year in the wholesale drug field.

How an MD Spends His DPT

A typical physician spends 32 minutes a day reading or hearing communications from the pharmaceutical industry. For 11 minutes he listens to detail men describing their companies' products. He looks at direct mail pieces for 7 minutes, medical journal advertisements for 6 minutes, company-sponsored medical newspapers for 5 minutes and house organs for 3 minutes. That is all the time he can spare from a busy day.

These figures on the doctor's "disposable professional time" were recently presented to a Pharmaceutical Advertising Club luncheon at the Roosevelt Hotel, New York, by Miss Dorothy Noyes, vice president and treasurer of Noyes & Sproul, Inc., ethical medical advertising agency.

Competing for the medical profession's disposable time, she said, are 15,000 detail men maintained in the field to give the doctor product information. Last year 675 products were advertised in mailings that arrived in each doctor's office at the rate

of eleven a day.

Reporting on a survey of doctors' preferences for various communications methods, the speaker said that detailing leads when new products are presented but that journal advertisements are equally acceptable channels for established products. Published reports in journal articles and convention displays also rank high on his list. Direct mail, however, has slipped from second place for new products and third place for established products to fifth place for both. "To get the doctor's attention, the material we send out must be good," Miss Noyes concluded.

Transfers

Robert M. Keith from Cleveland Drug Company, Shelby, to Akers Center Pharmacy, Gastonia; R. E. Miller, from Lane's of Wilmington to Burrow Martin Drug Store, Bayside, Virginia; and R. L. Irwin from Tainter's of Marion to Elk Pharmacy, Elkin.



Reabela Tablets

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

Reaco A & D Capsules

\$10.00 Doz. 100s

A. E. P. Tablets

\$24.00 Doz. 100s

Pyridoxine HCl (B6) 10 mg. Tablets

\$2.25 per 100

Pyridoxine HCl (B6) 25 mg. Tablets

\$4.50 per 100

Pyridoxine HCl (B6) 50 mg. Tablets

\$7.50 per 100

Reavita Capsules

\$34.80 Doz. 100s

\$28.00 per 1000

Neo-Reavita

\$36.00 Doz. 100s

Reacaps

\$25.80 Doz. 100s

Rea-Secal

\$15.00 Doz. 100s

Your cooperation in stocking Reaco Products is appreciated

REACO PRODUCTS

P. O. Box 247

WEST DURHAM, NORTH CAROLINA



Shown here is Joe Anderson of New Bern with part of his extensive (largest in North Carolina) collection of antique show globes, apothecary bottles, mortar & pestles and other pharmaceutical equipment. As a sideline, he has over 200 guns on display in his pharmacy, which is a "show place" in Eastern North Carolina.

TINA-CIDE

BONUS DEALS

(Effective Until Further Notice)

50c Size—List \$3.60

Packed 7 Bottles
to Display Carton

(1 Bonus, for Display, with
each ½ Dz.)

All Shipped Through
Your Drug Jobber

TINA-CIDE



More people like it at home,
and they'll like its fresher,
more dependable flavor at
your fountain, too.



phone **RALEIGH 2-3911**
for full details

**Pine State
MILK-ICE CREAM**

RALEIGH, NORTH CAROLINA

Substitution Attacked by Texas Board of Pharmacy

Charges of "fraud and deceit in the practice of pharmacy" were leveled against three Texas pharmacy owners recently by the Texas Board of Pharmacy. The charges, made on the basis of complaints filed with the Board by Smith, Kline & French Laboratories, Philadelphia pharmaceutical firm, asserted the stores, two in Dallas and one in Houston, had substituted other products on physicians' prescriptions calling for one of the firm's medications.

The Texas Board found all three owners guilty and placed the three stores on probation for the life of their current permits.

The action points up the continuing effort of Smith, Kline & French to stop substitution by bringing known offenders to the attention of Boards of Pharmacy for appropriate action.

Join ACA

The largest number of pharmacists ever to be elected at one meeting of the Board of Directors of the American College of Apothecaries were accepted into Fellowship at the recent meeting in Detroit.

Of the 64 pharmacists initiated into the College, five were from North Carolina; John I. Grandy, Thomas Donald Leonard and Peter Thomas Milliones of Charlotte; Gerald M. Stahl of Durham and Oscar Jackson Rodgers of Salisbury.

Moves To New Location

Plans have been announced for removal of the Selma Drug Company, Selma, N. C. to a new location in the town opposite the post office. The store takes over a building which for many years housed Star Harper drug store.

Owners of the business, W. H. Creech, M. B. Culbreth and W. H. Creech, II, have purchased new equipment and state air conditioning is being added for the comfort of the store's patrons.



Distinguished Salesman

Tobie K. Steele, salesman for Burwell & Dunn Company, Charlotte, N. C., recently

was awarded the Distinguished Salesman Award by the Charlotte Sales Executives Club. J. Will Patterson, Executive Club official, is pictured handing Mr. Steele the Award, a handsome statuette and Distinguished Salesman Certificate.

G. E. Enters Fair Trade Suit

Kerr Drugs, Inc., Cameron Village, Raleigh, in a suit filed in Federal Court by General Electric, is charged with selling GE appliances below fair trade minimum prices.

The suit alleges that Kerr Drugs was notified three times by mail of its fair trade agreement, yet continued to sell below established prices.

The legal firm of Smith, Leach, Anderson and Dorsett has asked Federal Judge Don Gilliam to order Kerr Drugs to stop selling GE appliances below the established minimums.

Remodeling or Building a New Drug Store?

Take advantage of our planning and Designing
Service

*Designers and Manufacturers
Drug Store Fixtures*

RAMSEY

Manufacturing Corporation
CHARLOTTE, NORTH CAROLINA

DOINGS

OF THE AUXILIARIES

REPORTERS

- Charlotte—Mrs. James A. Wolfe
- Wilmington—Mrs. A. J. Simeone
- Greensboro—Mrs. P. A. Hayes
- High Point—Mrs. J. Louis Cobb
- Raleigh—Mrs. J. B. Vinson
- Winston-Salem—Mrs. John Holland

Greensboro

Mrs. E. R. Kinard, Jr., was elected president of the Greensboro Drug Club Auxiliary during a luncheon meeting on April 24. She will assume her duties this fall.

Those to serve with her are Mrs. S. T. Sarvis, vice president; Mrs. J. A. Ranzenhofer, secretary; Mrs. E. S. White, treasurer; Mrs. Ralph E. Foster, Jr., Chaplain; Mrs. James W. Sykes, historian; and Mrs. W. P. Brewer, Mrs. D. D. Claytor and Mrs. W. E. Davis, retiring president, advisors.

Dr. Marshall Morris, son of member Mrs. M. G. Morris, spoke on cardiovascular surgery.

The club voted to continue the annual pharmacy scholarship at The University of North Carolina; \$50 to the pharmacy library and \$100 to the Institute of Pharmacy.

Charlotte Druggist Auxiliary

High Fashion was the keynote of the April meeting of the Charlotte Druggist Auxiliary. Summer outfits from Efrid's Department Store were modeled by the following members of the Auxiliary:

- Mrs. Leslie E. Barnhardt
- Mrs. J. W. Bennick
- Mrs. Raymond Cobb
- Mrs. Gilbert Colina
- Mrs. W. K. Gardner
- Mrs. Leonard House
- Mrs. P. W. Kendall

- Mrs. G. V. Lawrence
- Mrs. J. H. Morris, Jr.
- Mrs. M. W. Stone
- Mrs. Thomas H. Williams
- Mrs. James A. Wolfe

Mrs. F. F. Potter and Mrs. R. L. White were in charge of arrangements for the showing.

Mrs. J. L. Fesperman gave a very inspiring devotional, and Mrs. Leon Harper was made an honorary life member of our Auxiliary.

Door prizes were won by Mesdames Carl Garges, J. A. Kaigler, and F. F. Potter.

Mrs. G. B. Cheek, President, welcomed the twenty-three guests present.

Apothecary Club

Mrs. Leon Cahill was installed as the new president of the Apothecary Club of Winston-Salem, at their April meeting. Installing officer was Mrs. W. P. Brewer of Greensboro, president of the Woman's Auxiliary of the North Carolina Pharmaceutical Association. The dinner meeting was held at the Elk's Club with the majority of members attending.

In addition to Mrs. Cahill, the other officers installed for 1956-57, were: Mrs. Charlie Davis, vice-president; Mrs. Lewis Ferguson, treasurer; and Mrs. John Holland, secretary.

Mrs. Brewer was the guest speaker for the evening—outlining the schedule for the State Convention at Raleigh, and very graciously commenting on the activities of the Apothecary Club for the past year.

Mrs. S. T. Forrest of Greensboro, a past-president of the State Auxiliary, and sister of Mrs. Brewer, was a guest also.

After the installation of the new officers Mrs. Bruce Woosley, president for the past two years, turned the meeting over to Mrs. Cahill. She named committee chairmen for the coming year as follows: Mrs. Leslie Myers, scrapbook; Mrs. B. G. Warren, telephone; Mrs. Craig Lewis, membership; Mrs. E. P. Crabtree, publicity; Mrs. Bruce Woosley, ways and means; Mrs. Charlie Davis, program; and Mrs. M. V. Williams, sunshine.

Raleigh

New officers were elected by the Raleigh Woman's Drug Club at the April meeting, when the group was honored at a luncheon at the Institute of Pharmacy at Chapel Hill. Mr. and Mrs. W. J. Smith were hosts to the group.

Mrs. W. F. Elmore was named president. She will be assisted by Mrs. R. L. Brown, vice-president; Mrs. Billy Murray, secretary; Mrs. Graham Gregory, treasurer; and Mrs. R. T. White, reporter. They are to be formally installed at a later meeting.

Plans for the NCPA convention, held in Raleigh, were discussed.

Also attending the luncheon were Mrs. P. Brewer, President of the State Auxiliary, and Mr. W. B. Gurley, NCPA President, and Mrs. Gurley, of Windsor.

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Calcium Lactate (Calcium 65 mg.).....	500 mg.
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Vitamin D (Activated Ergosterol).....	400 USP Units
Vitamin B-12 (Cyanocobalamin USP).....	1 mcg.
Thiamine Hydrochloride.....	1 mg.
Riboflavin.....	1 mg.
Ascorbic Acid.....	30 mg.
Pyridoxine Hydrochloride.....	2 mg.

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Box 3251 Charlotte, N. C.**

The first pharmacy scholarship established by The Charlotte Druggist Auxiliary was named in honor of Mrs. T. N. Edwards (Grace K.), shown here with Jonathan Hill.

Mr. Hill, a graduate of the UNC School of Pharmacy, Class of 1955, is a former recipient of one of the Grace K. Edwards scholarships. He is employed by a Charlotte pharmacy.



Exhibit of prizes for the recent Charlotte Druggist Auxiliary bridge benefit scholarship and is examined by (left to right) Mrs. J. A. Monroe, Mrs. G. B. Cheek, Mrs. Claude Gorman and Mrs. F. F. Potter.

Howell Hall Happenings

Donald J. Miller, third-year student from Raleigh enjoyed extraordinary success during the month of April: He was elected treasurer of the University Senior Class in the campus-wide elections. He was tapped to the Order of the Holy Grail, campus honor society. Then, at the national meeting of the Student Branches of the American Pharmaceutical Association in Detroit he was elected National Chairman.

Ben F. Cooper, Lecturer in Pharmacy passed his final oral examination for the degree Doctor of Philosophy on March 27. His dissertation was entitled 'A Study of Disintegrating Agents for Tablets.'

Claude Piantadosi, Assistant Professor at the College of Pharmacy, Butler University, during the year passed his final oral examination for the degree of Doctor of Philosophy on April 5. His dissertation was entitled 'The Chemistry of Acetals and Esters of Glycerol.'

During the week of April 8 the national conventions in Detroit were attended by Dean E. A. Brecht, Professors Fred Semeniuk and H. O. Thompson and Mr. and Mrs. F. C. Hammerness of the faculty; graduate students Nicholas H. Batuyios and Earl T. Brown; and student delegates Don J. Miller and Joe E. Smith. Dean Brecht was official delegate to the American Association of Colleges of Pharmacy and the house of delegates of the American Pharmaceutical Association. He served also as national Vice-President of the Rho Chi Society. Professor Thompson served as chairman of the Council on Teachers' Conferences. Professor Semeniuk presented a paper, "Are Entrance Examinations in Chemistry Necessary?" before the Section of Teachers of Chemistry. In the Scientific Section two papers from the School of Pharmacy were presented: "A Study of Insoluble Solids as Emulsifiers" by A. W. Jowdy, Jr. and E. A. Brecht and "The Increased Water Solubility of Some Official Hydrophobic Drugs as Effected by Surface-Active Agents" by F. W. Teare and F. T. Semeniuk.

David F. McGowan, Representative for

Eli Lilly and Company addressed the members of the Phi Delta Chi Fraternity at the Institute of Pharmacy on April 9. The subject of his discussion was "The Role of Pharmaceutical Manufacturers in Present-Day Pharmacy."

Ronald L. Austell, second-year student from Shelby won the 440 at the track meet with N. C. State and Clemson on April 10.

The Visitation Committee of the N. C. Pharmaceutical Association paid its annual visit at the School of Pharmacy on April 17. The members of the Committee present were: C. D. Blanton, Chairman, Kings Mountain; Thomas J. Ham, Jr., Yanceyville; Mrs. Marsha Hood Brewer, Pink Hill and Tom Kostic, Greensboro.

On April 17 the student program for the Student Branches was given by the members of the Kappa Epsilon Sorority. The program was informative and humorous in the form of a television quiz program "Two for the Pills."

W. R. Adams, Jr. of Wilson and John Polk of Marshville began a Standard First Aid course for housewives in the neighborhood of the White Cross School on April 18.

On April 20 Professor H. O. Thompson addressed the nurses of the Durham City and County Board of Health on "Tranquilizers and Euphorants."

Professor Thompson is again teaching the course in Materia Medica and Pharmacology to the students in the School of Nursing at Watts Hospital in Durham.

Mr. George Griffenhagen, Acting Curator Division of Medicine and Public Health Smithsonian Institution, was a visitor at the Library of the School of Pharmacy on April 21. Great interest was shown in some of the items of the museum in connection with his monthly column in the Practical Pharmacy Edition of the *Journal of the American Pharmaceutical Association*.

Dr. Hubert W. Murphy of the Research Division of Eli Lilly and Company presented an address on "Some Aspects of the Chemistry of Erythromycin" at the Scho

f Pharmacy on April 25 in a lecture sponsored by the Rho Chi National Honorary Pharmaceutical Society. Dr. Murphy was a classmate of Professors Semeniuk and Thompson in the Graduate School at Purdue University.

The new exhibit in the Andrews Display case in the Library featured old and rare pharmacy books from the School's collection.

A new electric cooler has been installed to circulate drinking water to the fountains on each floor of the pharmacy building.

Sues for \$25,000 Damages

Negligence charges have been filed against a physician and the Walgreen Drug Store in Winston-Salem by G. A. Martin, Jr., as a result of the death of a 6-year-old boy from an overdose of a drug.

In a suit for \$25,000 damages, Martin argues the doctor did not prescribe the proper amount of oil of chenopodium, and that the pharmacist was negligent in filling the prescription.

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We take this opportunity to thank the Druggists of North Carolina for their co-operation in the sale of millions of bottles of Capudine during the past half century, without a complaint from a consumer.

***"A Good Product
Consistently Advertised"***

CAPUDINE CHEMICAL COMPANY
Raleigh, North Carolina

Career Programs

We have no completely accurate list of the pharmacists who have recently appeared before high school groups in the interest of "Pharmacy as a Career" but here are the names of several pharmacists known to have engaged in such activity:

John E. F. Hicks of Goldsboro, Raymond Ammons of Red Springs, Gomer Davis of Spindale, Clarence Page of Henderson, Ralph Ashworth of Fuquay Springs and H. C. McAllister of Chapel Hill.

The American Association of Colleges of Pharmacy is bringing out two "pharmacy career" films, and our own School of Pharmacy at Chapel Hill has a 30-minute film on the subject (kinescope of a TV program produced in Chapel Hill).

Briefs

• Durham acquired two pharmacists in February—Claxton Harris returned to the Westside Pharmacy following his discharge from services and George Harris went to

work for Holloway Street Pharmacy after a year or so in Kinston.

• William C. Griffin of Roanoke Rapids is stationed at Fort Jackson, South Carolina, for basic training.

• Barnhills' Drug Store of Wilson has been closed. The owner, W. L. Barnhill, passed away last year.

• Lacy E. Gilbert has joined the Clinic Pharmacy of Hope Mills, and his services come at a good time since the owner, John Henley, is campaigning for a seat in the 1957 General Assembly from Cumberland County.

• G. H. Anders, formerly in charge of the Crowell Hospital Pharmacy in Lincolnton, has moved to West Virginia where he is chief pharmacist of a large hospital.

• Dr. Walter Hartung of Chapel Hill has perfected an instrument for determining the effectiveness of after-shave lotions. Tentatively, the instrument has been named "Bayrumometer."



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More Prescription Sales...
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Here is one of the biggest and fastest-growing prescription items you have ever had... Pulvules No. 20 'V-Cillin.'

Prescription specifications are growing by leaps and bounds. Build stocks now. Don't delay... this is the season. Send your orders to us.

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THE PEABODY DRUG COMPANY
Durham, North Carolina

Weddings

Miss Martha Ann Smith, daughter of Mr. and Mrs. Milton A. Smith of Warsaw, and Alden Hobbs, son of Mr. and Mrs. V. Hobbs of Asheboro, were married May 19.

Mr. and Mrs. Hobbs will make their home in Kinston, where both are associated with the Standard Drug Stores.

Births

Mr. and Mrs. John C. McDonald of Durham announce the birth of a son, John Meron, Jr., on April 26.

Jeffrey Glenn Fleming, the third boy for the Oliver Flemings of Smithfield, arrived at the Johnston County Memorial Hospital May 2.

Deaths

Thomas Edward Whitehead, age 53, owner-operator of Whitehead's Pharmacy in Charlotte, died suddenly on May 1.

For many years an employee of T. A. Walker's Drug Store in Charlotte, he resigned in 1951 to open his own pharmacy, 25 North Caswell Road.

Mr. Whitehead was a native of Augusta, Georgia. Following registration in the state after graduating from the Southern College of Pharmacy (1930), he worked in Biltmore a short time prior to going with Walker.

* * * * *

Stuart Morrison, operator of Morrison's Drug Store, Wilson, died April 16 following a stroke at his home. A native of Concord, Morrison studied pharmacy at the University of Maryland. He opened his first store in Wilson (1912) in partnership with R. A. Turlington.

* * * * *

Rose Crance Harrelson, 65, founder of Harrelson's Pharmacy, Tabor City, died

April 18 following a period of declining health.

Mr. Harrelson served as mayor of Tabor City for eight years and represented his section in the General Assembly (Senate) at one time.

A son, Howard, now manages the drug store which Mr. Harrelson established in 1910.

* * * * *

Mrs. Paul W. Miller, 48 died April 11 in Salisbury. She had been in ill health for two years.

The wife of the co-owner of Rowan Drug, Inc., Spencer, Mrs. Miller helped to establish the Business and Professional Women's Club of Salisbury and served as its first president. She also took an active part in the program of the NCPA Woman's Auxiliary.

POWERS-TAYLOR DRUG COMPANY

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Wholesale Druggists
Importers & Jobbers
Druggists' Sundries & Fancy Goods



We solicit your orders
Our experience of over 70 years
insures our ability to serve you
satisfactorily

NO. 1 PHARMACIST

(Continued from page 191)

MacCartney had enjoyed retail pharmacy, but an executive of Parke, Davis & Company—then, as now, outstanding in its industry—painted a glowing picture of opportunities in the firm's sales department. MacCartney joined the company in September, 1928, and today is its professional relations manager.

Learned Japanese for Military Duty in Far East

His first Parke-Davis job was as a salesman in a Western Pennsylvania territory, which included his father's store and about 200 others. Two years later, he became a medical service representative with headquarters at Erie, Pa. Starting in 1935, he held the same post with headquarters at Rochester, N. Y., remaining there until called to active duty with the U. S. Army in January, 1942.

MacCartney served with the Medical Corps in St. Louis and the Surgeon-General's office in Washington, and held other army posts in Washington and Chicago before attending the Navy School of Military Government at Princeton. There, he was trained for duty in the Far East and learned the Japanese language.

Late in 1944, he was ordered overseas and assigned to the 77th Infantry Division. He took part in the Philippine and Okinawa campaigns. Later, he served as chief of medical supply in Korea and gained unusual administrative experience by running a large number of Korean manufacturing plants—tobacco, oil and fertilizer, as well as pharmaceutical and surgical. He also was in charge of selling some Japanese plants to the Koreans, and succeeded in being fair to both sides despite war prejudices.

He returned to the States in 1946, and rejoined Parke-Davis in the general office at Detroit in July of that year.

15-18 Hour Day Not Uncommon For MacCartney

The pharmaceutical company created a new professional relations department in 1946, and MacCartney was made its first manager, the post he holds today.

MacCartney's duties at Parke-Davis

include the supervision of its profession visitor program. Going through the manufacturing and research laboratories each year are approximately 10,000 physicians, dentists, hospital personnel and superclassmen from schools of medicine at pharmacy. They pay their own expenses to and from Detroit but, while in Detroit are guests of the company. They come from all over the United States and just about every other country in groups ranging from two to 200. Many bookings for the two day visits are made six months to a year in advance—for the opportunity to walk miles through the Parke-Davis Laboratories. Quite a few visitors come back in subsequent years for their second or third 10-m tours.

MacCartney also is in charge of the company's professional displays at conventions and meetings of physicians, pharmacists and others. He runs a speakers' bureau, and own schedule of talks on behalf of Parke-Davis has taken him all over the United States.

A 15-18 hour day is not uncommon for MacCartney.

Besides A.Ph.A. and Kappa Psi, MacCartney belongs to the American Association for the Advancement of Science, Pennsylvania Pharmaceutical Association, Michigan Academy of Pharmacy, Michigan Pharmaceutical Association, American Legion, Veterans of Foreign Wars and other organizations.

He and Mrs. MacCartney live in (University Place) Grosse Pointe, Michigan, Detroit suburb along Lake St. Clair. They have a son, Allan, who is attending Hamline College.

Cites Uniqueness Of Pharmaceutical Industry

MacCartney points out that the pharmaceutical industry is the only one in the world "furiously engaged in a continuous effort to work itself out of business."

He explains, "By this is meant that astonishing progress we have made in control of many infectious diseases has made it possible to discontinue production of remedies formerly used.

"But, in spite of the advances we have

de and the diseases now conquered, it is likely that we will actually be able to work ourselves out of business in the preferable future because, as we eliminate one disease as a major mortality factor, prolong the life of the average person to the extent that he is a statistical probability for some other disease or the physiological deterioration of late years.

'We are in the anomalous position of being cured of one disease so we can live long enough to acquire another.

'The fact of the phenomenal increase in the life span, which has been attained through medical science, is a wonderful tribute to everyone associated with disease prevention and medical care.'

Encourages Young People to Get Into Pharmacy

MacCartney urges young people to get into pharmacy, saying "Careers are unlimited in this profession."

He emphasizes there are unusual opportunities in retail pharmacy, wholesale pharmacy, manufacturing pharmacy, selling medical service work, hospital pharmacy, administrative work, research, education, product development, store design, laboratories, pharmaceutical journalism, association work, Food & Drug Administration and other federal jobs, and Army and Navy pharmacy.

"Pharmacy develops in its practitioners remarkable versatility," MacCartney declares. "Or perhaps I should say versatile people adopt pharmacy as an outlet for their wide interests."

He'll have to be even more versatile than now when he becomes the No. 1 pharmacist.

Co-owner of a new golf course now under construction near Reidsville is Hunter Gammon, who is associated with the Carolina Apothecary.

In a recent break-in at Flynn's Drug Store, Winston-Salem property stolen was valued at \$222 by the owner, Pharmacist Robert Flynn. Merchandise taken included watches, candy, cigarettes, razors and 400 ephedrine tablets.

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of DURHAM, NORTH CAROLINA

LIGHT STUFF

Little girl to father: "I don't believe mama knows how to raise children. She makes me go to bed when I am not sleepy and get up when I am sleepy."

* * * * *

One Weather Bureau official has come up with a pat answer to complaints over the naming of hurricanes after women: "After all, they're hurricanes, not himcanes."

* * * * *

Language of the business world:

1. "Unparalleled demand"—6 orders in the same mail.
2. "Promising young executive"—son of a fraternity brother.
3. "Junior Partner"—Boss' son after golf season.
4. "Benefit of my thinking"—This is the way it's gonna be.

* * * * *

An envelope addressed thusly:

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John

Massachusetts

means the postal authorities should deliver the communication to John Underwood, Andover, Massachusetts.

* * * * *

A farmer drove into town to visit his doctor. "Doc," he said, "the first time you're out our way, I wish you'd stop in and see my wife."

"Is she sick?"

"Not exactly."

"What's the trouble then?"

"Well yesterday morning she got up at the regular time, about four o'clock, milked the cows, got breakfast for the hands, done

her housework, churned, and along about ten o'clock at night she said she felt bit tired. I expect she needs a tonic or something."

* * * * *

As an experiment, 500 women college students were each given a fountain pen and asked to write anything on a paper before them. The checkup showed that 46 had written their own names.

* * * * *

A man took four friends to visit a farm he owned. The visitors entered the tenant farmer's house and were a little embarrassed when they discovered he had only two chairs. They stood around awkwardly and finally the owner said: "I don't believe you have enough chairs." The old farmer took a deep snuff, muttered: "I got plenty of chairs—just too darn much company."

* * * * *

Mother to daughter: "Remember that marriage consists of give and take. If I doesn't give you enough, just take it."

* * * * *

Small boy in church after long sermon: "Ma, if we give him the money now, will he let us out?"

* * * * *

The small fry were gathered around a pole on which an older fry had written a dirty word. Trying to figure out the unfamiliar word, one little girl was heard remark: "Well, I know it's not 'C-A-T'."

* * * * *

In a town of 2500, two doctors and a hospital, I asked a friend what they would do if an epidemic should strike. He was confident that the situation could be handled. "But," I persisted, "you have no place to put people." "Oh, yes, we have. In the church—we sleep 300 there every Sunday morning."

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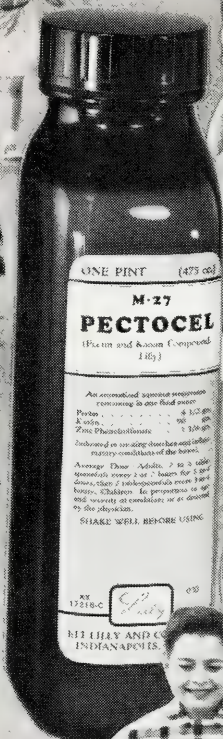
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For more sales—more profits—more repeat business, feature and recommend ‘Pectocel’ (Pectin and Kaolin Compound, Lilly) for prompt control of diarrhea, or “summer complaint.” The palatable, creamy aqueous suspension protects and coats the intestinal tract, adsorbs toxins and bacteria. Sell it with confidence—stock now. The season is at hand. Supplied in pint and gallon bottles. Send your orders to us.

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The Carolina JOURNAL OF PHARMACY

Published Monthly by the North Carolina Pharmacists
Association at Chapel Hill, N. C.

S. O.
BALCONY

JUN 26 1956



GIFT OF NORTHEASTERN—Bill Gurley, immediate past president of the NCPA, is shown with one of two chests presented in his honor to The Institute of Pharmacy by members of The Northeastern Carolina Drug Club. Story, page 266.

JUNE, 1956

LXXXVII Number 6

IN THIS ISSUE


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 - Prescribing by Dentists
 - Compensation-Incentive Plans

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Tops the Nutritional Scale



Each potent Tablet 'Mi-Cebrin' contains 11 essential vitamins and 10 minerals. Just one Tablet 'Mi-Cebrin' a day prevents practically all vitamin-mineral deficiencies.

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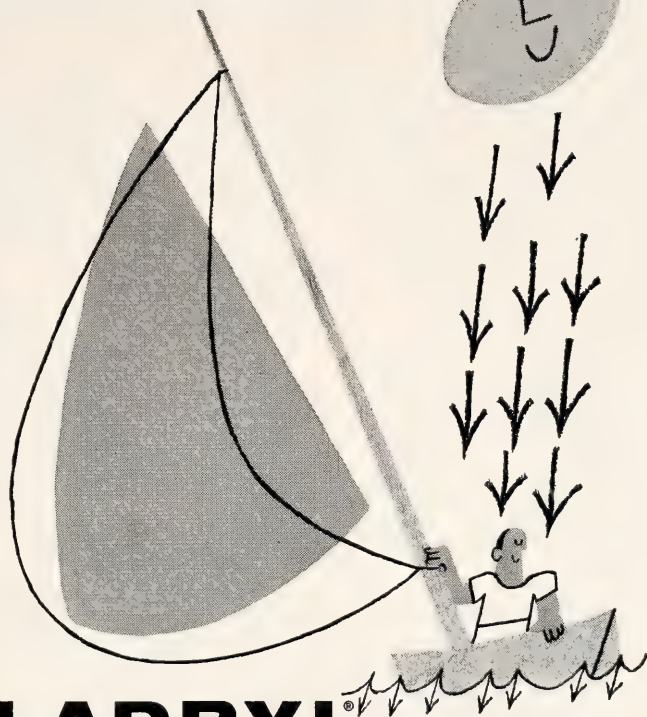


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The summer months bring an increase in sales of CALADRYL because it affords such welcome relief from the burning and itching of light sunburn, prickly heat, insect bites, and minor skin affections.

Because of its cooling, soothing, antipruritic-antihistaminic action, CALADRYL also has value in the treatment of poison ivy, poison oak, hives, chicken pox, and other skin irritations prevalent during hot weather.

CALADRYL will not stain clothing and is easy to apply. It is inconspicuous, resists rubbing off, yet is readily removed by washing.

CALADRYL Lotion is supplied in convenient 6-ounce bottles.

CALADRYL Cream is supplied in 1½-ounce collapsible tubes.



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D. FRANK HAYES

Justice Drug Company
salutes D. Frank Hayes,
Vice President of the firm, who on June 1, 1956 completed
50 years in the wholesale drug business.

TRY YOUR DRUG WHOLESALER FIRST



JUSTICE DRUG COMPANY

Greensboro, N. C.

DEPENDABLE SERVICE SINCE 1898

The Carolina JOURNAL OF PHARMACY

June, 1956

VOL. XXXVII No. 6

★

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Dope Traffic: Are We Fighting It Wisely?

The public and the newspapers are always ready to raise a cheer whenever our officers strike a blow against those merchants of misery, the dope peddlers.

Saturday's seizure of one thousand quarter-grain tablets of morphine being transported toward Fayetteville in an automobile was a co-operative police action which reflects considerable credit on the men we employ to enforce our laws.

Especially to be commended are the members of the State Bureau of Identification for their work throughout North Carolina in this and other criminal investigation tasks. They are making a splendid reputation for themselves.

We wish we could tell our readers that the S.B.I. and the more local law enforcement agencies and the federal men were winning the battle against the illegal sales of narcotics.

The sad fact is that they are not winning that battle.

From all we can gather from reading the statements of authorities on the subject, the use of narcotics is on the increase and the number of persons engaged in the illegal supplying of the "junk" is also increasing.

Why?

One of the reasons why can be seen from the circumstances of Saturday's case itself.

The narcotics seized were legally manufactured drugs: one thousand quarter-grain tablets of morphine, made by a reputable drug house and designed for the relief of human suffering on the prescription of trained and ethical physicians.

These thousand tablets cost just a few dollars to make.

(Continued on next page)

The Carolina Journal of Pharmacy is published monthly by the N. C. Pharmaceutical Association, Box 151, Chapel Hill, N. C. Subscription rate: \$3.00 a year; single copy, 25 cents. Entered as second class matter July 5, 1922 at the post office at Chapel Hill, North Carolina under the Act of March 3, 1879.

DOPE TRAFFIC

Had they been sold legitimately they would have been sold by a druggist on prescription for about a penny apiece.

But their illegal sale would have netted a dope peddler anywhere from one to three thousand dollars.

When there are such tremendous profits to be made by breaking a law there will always be, unfortunately, a large number of persons willing to take the risks involved.

Having pointed out the wide discrepancy of price between narcotics legally dispensed and narcotics illegally dispensed, we might ask ourselves: what is the reason for this discrepancy? Why are people impelled to pay exorbitant prices for a commodity which is basically so cheap?

The answer to these questions lies in the public horror of narcotics addiction, a horror which in many, but not all, of its aspects is kin to the low regard in which the public holds addiction to the intemperate use of alcohol.

Through laws the public has attempted to discourage narcotic addiction by a variety of prohibitions, designed to make it difficult for users to obtain drugs.

To date the net effect of this legislation has been to create a situation in which tremendous profits are possible to underworld characters who peddle illegal narcotics and a situation in which the underworld is encouraged to "recruit" a growing army of addicts, many of them teen-agers, to keep increasing the demand for the "junk" they peddle.

Compared with the illegal sale of alcoholic beverages the illegal sale of narcotics offers a much bigger profit and a much smaller transportation and concealment problem.

For instance the "dope" seized Saturday had a potential profit in the manufacturer-to-user complex of well over one thousand dollars. Yet it was concealed in the toes of a single pair of shoes. A cargo of

alcoholic beverages calculated to produce a comparable profit would have required a tractor-trailer truck, considerable warehousing space, and the labor of several persons.

Conversely, the detection of illegal narcotics requires more law-enforcement skill and many more man-hours of patient investigation than the detection of illegal alcoholic beverages.

And all of this expensive and skilled effort shuts off only a small percentage of the illegal narcotics which move in a growing wave from producer to consumer.

There is a growing school of thought which believes that one of the basic approaches to a solution of the problem lies in a relaxation of the regulations which the law has placed around the prescriptions of narcotics by licensed physicians, so as to permit them to prescribe narcotics to addicts (sick persons) realistically.

This school of thought argues that the addict (sick person) who can supply his need for a few cents a day is not going to become a thief or a killer to raise the several dollars a day necessary to get his medicine from the underworld.

Such a change, it is argued, would take the profit out of the illegal trade in narcotics and thereby discourage the recruitment of minors as addicts.

It is argued such a change would also permit the legitimate physician to prescribe medicine for addicts without being under the constant fear of breaking some law, and would permit physicians in the wisdom of their own medical training to treat narcotic addiction like the disease which it is.

Whether public sentiment would permit such a change is a debatable question.

But as things now stand the illegal narcotics trade produces a high revenue for criminals and gangsters of the worst type. It makes it profitable for dope peddlers to initiate children into the use of the drugs. And it discourages reputable physicians from treating narcotic addiction realistically.

This thought-provoking Editorial appeared in a recent issue of *The Fayetteville Observer*, Fayetteville, North Carolina

"Sympathetic with Your Need"

— Governor Hodges Tells Convention Delegates

Governor Luther Hodges told members of the North Carolina Pharmaceutical Association that he is aware of the state's acute shortage of pharmacists and the need for better facilities for pharmacy training in the state. The occasion was the Governor's address to delegates attending the 76th annual NCPA Convention in Raleigh, May 8-10.

"As chairman of the board of trustees for the University of North Carolina," the Governor said, "I understand fully the need which you have for more adequate facilities and I am sympathetic with your need."

Governor Hodges' address was one of the highlights of the 76th NCPA Conven-

tion, which was attended by approximately 800 members of the Association and its two affiliated auxiliaries, The Woman's Auxiliary and The Traveling Men's Auxiliary.

The convention received a good send-off on opening day when Parke Davis put on exhibit for the first time in the South the complete set of forty paintings in the series, "History of Pharmacy in Pictures."

Under the guidance of Richard Sanner, the exhibit brought to Raleigh one of the largest first-day attendance of delegates in the history of the NCPA. Special invitations went out to members of the Wake County Medical Society and their wives, many of whom attended.



Richard T. Sanner (center), Assistant Manager, Trade Relations, Parke, Davis & Company, points out one of the 40 "History of Pharmacy in Pictures" paintings to NCPA President W. B. Gurley (left) and Robert I. (Bob) Cromley of Raleigh.

NCPA members licensed to practice pharmacy for fifty or more years were honored at a dinner held in their honor at The Sir Walter on May 8. Inducted into the "50 Plus Club" were 26 members of the Association.

In addition to the pharmacists pictured at the bottom of page 237, 50 Plus certificates were awarded to: W. D. Bryan of Tarboro, Clement Byrd of Wilmington, Claude C. Cannon of Durham, C. T. Council of Durham, Daniel M. McKay of Durham, E. W. O'Hanlon of Winston-Salem, John M. Pinnix of Kernersville, Henry Stiles Sedberry of Rocky Mount, Edward L. Tarkenton of Wilson, J. Carl Wolfe of Hickory, W. F. Welborn of Lexington, T. M. Stanback of Salisbury, R. S. Parker of Murphy, L. W. McKesson of Statesville, Clyde Eubanks of Chapel Hill, Julius Eldridge of Winston-Salem and D. W. Tart of Greensboro.

Prior to the first business session on Wednesday, May 9, the NCPA Past Presidents heard Cliff Daniel of Zebulon relate some of his experiences while on the trip to Independence, Missouri, to attend the

wedding of his son to Miss Margaret Truman.

Following his talk, Mr. Daniel and three other pharmacists, C. M. Andrews of Burlington, C. T. Council of Durham and Kelly E. Bennett of Bryson City were inducted into "The Hall of Fame in Pharmacy."

President Gurley, in his address to the delegates, said, in part:

"Pharmacists are sometimes referred to as the 'scientists on the corner' and aptly so, for the pharmacist is the only merchant required by law to have a professional education.

"While enrollment in our pharmacy schools has been maintained, there has been an alarming drop in the overall science training program in the United States. By 1960 it is estimated we will be short 100,000 scientists and engineers.

"If we are to continue to hold leadership in science and industry, we must encourage more young men and women to enter scientific fields.

"As a pharmacist, you are in a particularly favored spot to detect scientific learning among the young men and women who patronize your pharmacy. Here you have an opportunity to encourage and stimulate further interest, to assist by directing the person to sources of information, scholarships and the like.

"If you do, we are confident you will not only help to assure the future scientific progress of our country but will at the same time assist in providing an adequate supply of professionally competent pharmacists to staff our pharmacies."

President Gurley's Recommendations

1. That the NCPA continue its efforts towards securing a larger school of pharmacy building at Chapel Hill in order that more properly qualified students may be admitted.
2. That the NCPA continue its support of the Institute of Pharmacy until the building is properly equipped and endowed.
3. That the scope of the refresher schools sponsored by the NCPA in cooperation with the School of Pharmacy be broadened so that more members, and employees of mem-

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bers, be given an opportunity to benefit from this type of training.

4. That the NCPA set up special committees in the medical districts of the state to work with similar committees from the medical societies so that a mutual understanding of each profession's problems may be developed and differences resolved.

During the following two convention days, delegates heard a carefully balanced program of professional and commercial papers prepared and presented by members of the NCPA as well as invited guests.

"How to Put 'Vim' into Vitamin Selling," an illustrated talk by George A. Stevenson of The Upjohn Company appeared in the May issue of THE CAROLINA JOURNAL OF PHARMACY.

Two additional papers, "Employee Compensation & Incentive Plans" by James W. Harrison of Asheville, and "Prescribing by Dentists" by Ben F. Cooper of Chapel Hill appears in this issue of the JOURNAL.

Subsequent issues of the JOURNAL as well as the 1956 NCPA Year Book will carry the remaining papers and reports.

The usual high calibre entertainment that the TMA's have been sponsoring from year to year was maintained. The same can be said for the W. H. King Drug Company sponsored floor show, which brought to Raleigh some exceptionally fine acts.

During the Woman's Auxiliary business session, presided over by Mrs. Stephen T. Forrest of Greensboro, president of the state group, reports from many of the "locals"



Pharmacists inducted into the "Fifty Plus Club of the NCPA" in recognition of devoted service to Pharmacy and the general welfare of his community for more than 50 years: Seated, left to right, D. L. Boone, Durham; W. A. Crabtree, Sanford; Sam E. Welfare, Winston-Salem; Loamie Gilbert, Benson; and W. F. Holland, Mount Holly. Standing, left to right, Walter Buhmann, Asheville; Sam Carter, Salisbury; John C. Brantley, Sr., Raleigh; and John E. F. Hicks, Goldsboro.

indicated the tremendous amount of work being done by the ladies.

Including scholarship funds channeled thru the state organizations by the "locals," The Woman's Auxiliary, during Mrs. Forrest's term of office, made available to the School of Pharmacy approximately one thousand dollars and an equal amount to the Institute of Pharmacy.

Membership of The Auxiliary was reported at 533, making it the largest organization of its type in this country.

Auxiliary Officers

Officers elected and installed by The Woman's Auxiliary: Mrs. P. W. Kendall, Charlotte, president; Mrs. W. D. Welch, Jr., Washington, first vice president; Mrs. Grady Britt, Raleigh, second vice president; Mrs. T. M. Holland, Mount Holly, secretary; Mrs. W. H. Burbage, Albemarle, treasurer; Mrs. D. F. McGowan, Chapel Hill, historian; Mrs. G. C. Hartis, Winston-Salem, parliamentarian; and Mrs. W. P. Brewer, Greensboro, and Mrs. E. R. Fuller, Salisbury, advisors.

Stephen T. Forrest of Greensboro was installed as president of the Traveling Men's Auxiliary for the coming year. Serving with him will be R. C. NeSmith, vice president, and J. Floyd Goodrich, secretary-treasurer.

Registration

Total registration: 759.

NCPA 354; Woman's Auxiliary 250; Traveling Men's Auxiliary 155.

In comparison with registration in Greensboro for the 75th convention, an increase in the registration at the NCPA desk was noted; TMA registration about the same; a decrease in the registration at the ladies desk.

Resolutions Adopted

1. That the N. C. Pharmaceutical Association urge pharmaceutical manufacturers to supply information on new drug specialties to pharmacists on uniform 5 x 8 cards, and that when new products are to be introduced, the manufacturer supply sufficient cards to the Association for distribution to the membership.

2. That the incoming president of the

NCPA appoint a special committee to confer with officials of the State Dental Society and the faculty of the Dental School of the University of North Carolina with the view of developing a "North Carolina Dental Formulary."

3. That the N. C. Pharmaceutical Association endorse the proposed Association's endowment fund and that members be encouraged to buy \$1,000 life insurance, naming the Association as beneficiary.

4. That the N. C. Pharmaceutical Association continue its efforts toward securing a larger building at The University of North Carolina in which to train more pharmacists for the future and that members make a determined effort to sell their legislators on the immediate necessity of appropriating state funds for the building and equipment.

5. That the N. C. Pharmaceutical Association reaffirm its opposition to trading stamps as being economically unsound, and to continue its practice of keeping the membership informed on the disadvantages of stamp plans.

6. That the NCPA express its sincere appreciation and thanks to Robert I. Crom-

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ley, Stephen T. Forrest and R. C. NeSmith, Mrs. Homer C. Starling and the convention committees with which they were associated; to The Woman's Auxiliary and the Traveling Men's Auxiliary; to the W. H. King Drug Company and other firms sponsoring convention events; to Parke, Davis Company for the exhibit of paintings; and to the management of The Sir Walter and to all other persons and firms who contributed toward the success of this convention.

NCPA Officer Nominees 1957-58

For President: C. D. Blanton of Kings Mountain and Fred M. Moss of Gastonia.

For First Vice President: Jarvis M. Alligood of Greenville, W. D. Welch, Jr., of Washington and W. S. Wolfe of Mount Airy.

For Second Vice President: W. H. Burbage of Albemarle and Sam W. McFalls of Greensboro.

For Third Vice President: E. R. Fuller of Salisbury and D. A. Irwin of Elkin.

For NCPA Executive Committee: Leslie M. Myers of Winston-Salem and J. W. Tyson of Greensboro.

For Board of Pharmacy: Frank W. Dayvault of Lenoir and Jesse M. Pike of Concord.

For Directors of the N. C. Pharmaceutical Research Foundation: Paul B. Bissette, Jr., Wilson; B. Cade Brooks, Fayetteville; F. Herman Cline, Charlotte; E. C. Daniel, Zebulon; D. A. Dowdy, High Point; W. B. Gurley, Windsor; J. C. Hood, Sr., Kinston; and W. S. Wolfe, Mount Airy.

NCPA Officers

At the concluding session of the convention, Jesse W. Tyson of Greensboro was installed as president of the Association. Mr. Tyson, operator of Tyson's Plaza Drug

(Continued on page 246)



NCPA President W. B. Gurley presents "Hall of Fame in Pharmacy" certificates to E. Clifton Daniel and Charles M. Andrews. Not present but inducted into the "Hall" were C. T. Council and Kelly E. Bennett.

What Price Rx's?

1. Pharmacist "A" filled prescription for 8 ounces Elixir Donnatal plus 8 ounce bottle Cryobeta; charged \$3.50 and, on request, gave copy of prescription (without NARD) to customer.
2. Customer had copy filled in distant town; was charged \$5.00 for prescription, complained to Pharmacist "B" about price.
3. Pharmacist "B" wrote Pharmacist "A" with results as indicated below.
4. Read the two letters, then send us your comments, with or without identifying yourself. Some of the comments will later be published in THE CAROLINA JOURNAL OF PHARMACY.

Letter from Pharmacist A

Dear Mr. Pharmacist B:

Reference is made to your letter of May 12, 1956.

We feel justified in not listing the NARD. It was our policy to show it on each and every prescription until we found some of the stores using this as a means of cutting prices. A few stores found this as a means of gaining the reputation of being the "low price prescription store." Had we known that an ethical store of your type would fill this prescription, it would have been a pleasure to give you this information.

As for the price on the prescription referred to, several factors entered into our decision. The total cost of the prescription was \$1.95 (Donnatal, gallon price less 10% for \$100, less 2% for ten day payment; Cryobeta, direct six dozen price less 2% for 10 day payment).

Realizing that the patient had just left the hospital and in all probability would be taking the prescription for several months and often in cases for years, having to have it refilled at least once every two weeks, we felt that \$1.55 profit on a \$1.95 investment was sufficient.

In any profession or field of business the customer who buys regularly and pays cash is entitled to the best consideration that can be given. Another factor is that this is a small town farming community where most stores adhere to the policy of a fair price but no great professional fee.

We trust the above is sufficient explanation of our action in the instance referred to in your letter.

Letter from Pharmacist B

Dear W. J.:

I am attaching a letter from "X" North Carolina which is self-explanatory.

We filled the prescription under discussion and charged \$5.00 for it, and the customer complained. I, in turn, wrote — Drug Store and requested justification for their action.

We arrived at our retail price in this manner: We based the cost of the 8 ounces of Elixir Donnatal on the pint price of \$2.25 less no discounts, and the cost of the Cryobeta on the jobber cost less no discounts.

This would be \$1.13 plus \$1.49 or \$2.62, which is the ingredient cost only to fill the prescription. We felt that \$5.00 was plenty reasonable for this prescription, since it is classified as a compounded prescription.

To amplify further, our feeling is that quantity discounts, as well as buying in larger units, such as gallons and thousands over pints and hundreds, are extra profits for the pharmacist. Anticipatory buying in larger quantities always represents some element of risk, hence the pharmacist is entitled to a better return for investing more money in larger quantities with, of course, a lower turn-over.

Also, Pharmacist A erred when he noted the 2% for ten day payment on Robbins \$100 deal. We also buy Robbins mdse. this way, and there is no extra 2% when you get 10% off.

Pharmacist A also neglected to consider that sometimes you have to fill in on Robbins mdse. without being able to get up

a \$100 order, which I am sure will be obvious to you.

Although the detail men perform a valuable function for the pharmacist, they have the bad habit of usually quoting the net direct price to the pharmacist when he asks the price of a new drug, rather than the jobber price. Your direct discounts are your profits; there is no justification for passing these on to the patient.

Most pharmaceutical houses, however, have their unit price (as opposed to a broken package) set at 40% on jobber price. Pharmacist A didn't even approach this percentage profit on jobber cost, and barely passed the 40% mark with every quantity discount and larger size savings he could think of to deduct.

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NEW PRODUCTS

D-CAL-FE Ovalets

Each ovalet contains:

Ferrous Gluconate (Elemental Iron 37 mg.).....	324 mg.
Calcium Lactate (Calcium 65 mg.).....	500 mg.
Vitamin D (Irradiated Ergosterol).....	400 USP Units

Available in bottles of 100 \$1.20 and 500 \$5.20

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Each Ovalet contains:

Ferrous Gluconate.....	260 mg.
Calcium Lactate.....	324 mg.
Vitamin A (Acetate).....	1000 USP Units
Vitamin D (Activated Ergosterol).....	400 USP Units
Vitamin B-12 (Cyanocobalamin USP).....	1 mcg.
Thiamine Hydrochloride.....	1 mg.
Riboflavin.....	1 mg.
Ascorbic Acid.....	30 mg.
Pyridoxine Hydrochloride.....	2 mg.

Available in bottles of 100 \$1.80 and 500 \$8.40

ORDER NOW FROM YOUR WHOLESALER

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Manufacturing Chemists

Greensboro

North Carolina

King to Move

The W. H. King Drug Company will occupy new quarters in Raleigh in about 60 days. The move is being made to give the firm more space for merchandise as well as greatly increased parking space for customers of the firm.

New location of King will be at 712 Tucker Street in the building formerly occupied by Brooks Recreation Center, purchased by the wholesaler in May. In preparation for the new occupant, elevators are being installed in the building, floors leveled and loading platforms built.

King's present quarters at 117-119 South Wilmington Street, has been sold to the Milikin Land Company of Charlotte.

The Carolina Surgical Supply, a subsidiary of King, will also occupy space in the Tucker Street building.

King is following a trend in the wholesale drug field to get away from traffic congestion. Bellamy of Wilmington and Scott of Charlotte are in new buildings with plenty of nearby parking space, and we under-

stand other drug firms in the state own suitable property with the expectation of eventually making a switch in locations.

Receives Lederle Award

Dr. John R. Overman, Department of Bacteriology, Duke University, is among sixteen outstanding medical school teachers and researchers to receive grants from the 1956 American Cyanamid Company's Lederle Medical Faculty Awards.

Basic purpose of the grants is to help assure schools and universities adequate funds to maintain promising medical men in teaching and research posts. No single grant may exceed \$10,000 per year.

Mims Elected

B. C. Remedy Company's Dewey Mims has been elected one of The Proprietary Association's three vice presidents. The election-installation took place on May 9th during the Association's annual meeting at Hollywood Beach, Florida.

Receive Golden Certificates

Among the twenty-five graduates from the University of North Carolina 50 years ago or longer who were on hand (June 4) to receive "Golden Anniversary Certificates" were two pharmacists: Samuel Carter of Salisbury and Sam E. Welfare of Winston-Salem.

The certificates were presented during the annual Alumni Luncheon held in connection with the University's 162nd commencement.

Contributes Plaques

Duplicates of the bronze pharmacy "Oath" plaque, similar to the one in The Institute of Pharmacy, Chapel Hill, will be presented to The American Pharmaceutical Association, The Smithsonian Institution and Columbia University by Frank Muratori of Charlotte.

Although present cost of the bronze plaques is in excess of \$300, Mr. Muratori is arranging to make inexpensive replicas available at \$5.00 by early fall.

Way Elected

James A. Way, Jr., Winston-Salem pharmacist and partner with Wade Gilliam in the operation of Summit Street Pharmacy,



The Name at the Top—It's EVERFRESH

and . . . The Top
Name among qual-
ity brands

Assures
PROFITS

Assures
DEMANDS

"The swing is def-
initely toward the
brands the public
knows."

ORDER TODAY

*Thru Your
Wholesaler*

The McCambridge & McCambridge Co.
6400 Rhode Island Ave. Riverdale, Md.



has been elected president of the Winston-Salem Sertoma Club for the coming year.

During the current club year, Mr. Way has served as vice president of the organization and has headed the Sertoma's Youth Welfare Committee.

Top Ads

Drug store advertisements of Eckerd's of Asheville, Eckerd's of Winston-Salem and Sawyer & Moore of Durham were adjudged the "best" in a contest sponsored by the Newspaper Advertising Executives of the Carolinas.

Winners in 10 different categories were selected in 1-2-3 order from more than 2,000 entries submitted by the state's newspapers.

Drug store advertisements in towns of less than 25,000 were not judged.

Moose Elected Unanimously

Hoy A. Moose, Mount Pleasant pharmacist, was recently elected mayor of the town in a general election.

Out of 171 votes cast, Hoy got 165, making it unanimous for this popular civic-minded pharmacist, as six persons failed to

mark their ballots for mayor.

Hoy's immediate project is to get an ample supply of water into the town.

Head City Governments

The recent election of Hoy Moose as mayor of Mount Pleasant calls to mind other pharmacists serving in a similar capacity: W. I. Jenkins of Biscoe, W. W. Johnson of Fuquay Springs, Earl Tate of Lenoir, E. B. Clapp of Newton, R. C. Hair of Pineville, Roy Burgiss of Sparta, H. G. Cameron of Tabor City and R. L. White of Troy.

Named to Committee

Jeff B. Whitehead, III, of Enfield, has been appointed by the Halifax County Board of Education to the Enfield School Committee.

Drive-In Theft

The Shamrock Drug Company of Charlotte was hit by thieves in an unusual manner. A party or parties unknown drove an automobile thru the store's two glass front doors.

Taken from the store were 18 pens, an electric razor, three quarts of wine, a quart of beer and a quart of champagne.



Reabela Tablets

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

Reaco A & D Capsules

\$10.00 Doz. 100s

A. E. P. Tablets

\$24.00 Doz. 100s

Pyridoxine HCl (B6) 10 mg. Tablets

\$2.25 per 100

Pyridoxine HCl (B6) 25 mg. Tablets

\$4.50 per 100

Pyridoxine HCl (B6) 50 mg. Tablets

\$7.50 per 100

Reavita Capsules

\$34.80 Doz. 100s

\$28.00 per 1000

Neo-Reavita

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Reacaps

\$25.80 Doz. 100s

Rea-Secal

\$15.00 Doz. 100s

Your cooperation in stocking Reaco Products is appreciated

REACO PRODUCTS

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WEST DURHAM, NORTH CAROLINA

Prescribing by Dentists

By Ben F. Cooper, *Lecturer in Pharmacy*
School of Pharmacy,
University of North Carolina

Relatively few prescriptions are written by dentists today. This fact can be substantiated by an examination of the prescription files of almost any drug store in North Carolina. This fact should lead us to ask three questions. Should dentists write more prescriptions? If so, why are not more dental prescriptions written? What needs to be done?

My answer to the first question is emphatically yes. The practice of dentistry, as other health professions, has changed considerably during the past decade. Dentistry is no longer limited to mechanical skill in drilling, filling and pulling. Diagnosis and treatment of diseases, originating or manifested in the oral cavity, is the responsibility of the dentist. Prevention and control of infections and the comfort of the patient are factors of utmost importance. These and other responsibilities of the modern dentist have assumed increasing importance primarily because of the discovery of new and better drugs. These responsibilities have always been important, but only in recent years have potent, specific drugs become available. Among the drugs of interest and use to dentists are (a) narcotics, analgesics, sedatives and the new "tranquilizers," useful for patient comfort; (b) antibiotics and chemotherapeutic agents, for prevention and control of infections; (c) vitamins, for prevention and control of many conditions originating or manifested in the oral cavity; (d) antihistamines, for drug and other allergies; (e) parasympatholytic or anticholinergic drugs, for control of salivation; (f) drugs for control of bleeding; (g) enzyme preparations, for debridement therapy; and various other drugs such as mouth washes and dentifrices. Certainly, modern dental practice demands extensive use of many available drugs.

This brings me to the second question: why are not more dental prescriptions writ-

ten today? Basically, the answer is a lack of information by both professions, pharmacy as well as dentistry. This lack of information has resulted from deficiencies in academic training and from failure to transmit pertinent information to each other. Recent surveys show that dentists are anxious to receive information about pharmacy and drugs. This is understandable when we consider the fact that they have received little formal education in these areas, and they have been largely ignored by pharmacists, detail men and drug manufacturers.

Personal observations indicate that dentists should be made aware of, first, the advantages of writing a prescription. The prescription provides a specific, tailor-made remedy which meets the exact needs of the patient; it lessens the dangers of self-medication; it inspires patient confidence by answering his demand for the best possible treatment; it lends a professional atmosphere by showing that the dentist is utilizing the specialized services of another member of the health team; and it lowers the dental fee. Second, dentists need to know the mechanics of prescription writing. In most cases, they have had little or no training in this area. Obviously, a prerequisite for prescribing a drug is knowing how to write the prescription. Third, the dentist needs to be informed of the availability and pharmacology of drugs, especially the newer ones. It is equally important to show him how these drugs may be applied to the practice of dentistry. Lastly, the dentist needs to be informed of the many services offered by the pharmacist. These services, in addition to filling prescriptions, may include advising on the selection of drugs, compounding office preparations, and stocking allied dental products.

The pharmacist also is in need of information. He should understand some of

the problems of dental practice, the nature of dental diseases, dental uses of drugs, and related dental products.

The last question to be answered is: what needs to be done? First, deficiencies in academic training should be corrected as soon as possible within the limits of available time. Pharmacy has made progress in this respect, and dentistry is being encouraged to do so. Second, individual members of each profession should acquaint themselves with the functions and problems of fellow members of the health team through a system of post graduate study. Lastly, and most important, there should be a better exchange of information between the two professions. It is at this point that I would like to call on all of us to take the initiative. We can begin simply by detailing the dentist and attempting to sell him not only on a particular drug but also

on pharmacy as an essential member of the health team. Here is a ready and willing source of increased business and a wonderful opportunity to be of service to pharmacy, to dentistry, and to the public. We should further encourage the medical service representatives and their companies to include the dentist on their mailing lists and personal visits. Another important means of exchanging ideas and information is through talks to respective club meetings. I know of several talks made by pharmacists to local dental society meetings and the reception has been enthusiastic and appreciative. I am sure that similar talks by dentists to local drug clubs would promote greater understanding.

The future may be summed up by a well-known motto: "Alterum, Alterius, Auxilio Eget—Each needs the help of the other."



MILLIONS Will Want Lotion 'Surfadil'

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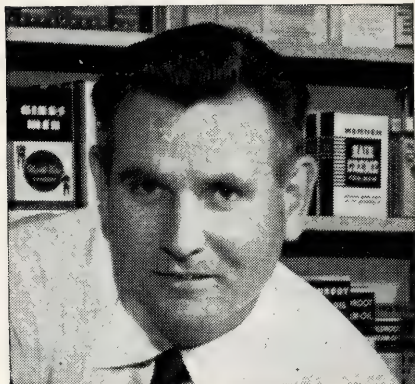
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Feature it—display it—sell it. Here is a marvelous profit opportunity—you can't miss. Lotion 'Surfadil' is a powerful topical anesthetic which provides quick, long-lasting relief from the pain, itching, and discomfort of insect bites, sunburn, poison ivy, heat rash, and minor skin irritations. It is flesh tone in color, nongreasy, delicately scented, and easy to apply from the convenient spillproof plastic bottle. Don't lose sales. Order a carton of ten 75-cc. bottles today. Send your orders to us.

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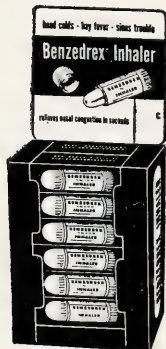
CHARLOTTE, N. C. "We keep a display of 'Benzedrex' Inhalers next to our cash register and find that it is most profitable. The demand for 'Benzedrex' grows from day to day—and it is one of our most profitable items."

Lucius J. Stanley

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Stanley Drug Stores
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double your sales of
BENZEDREX* INHALER
with the new display carton

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* T.M. Reg. U.S. Pat. Off.

New Pharmacies

T. A. Walker, Inc. Hawthorne Medical Center, 227 Hawthorne Lane, Charlotte. Henry H. Hammond, pharmacist in charge.

Cape Fear Valley Hospital Pharmacy, Owen Drive, Fayetteville. L. C. Brisson, pharmacist in charge.

Hood's Drug Store, Richlands. Miss India B. Hood, pharmacist in charge.

Ownership Transfer

Guilford College Drug Company, Guilford College, from A. R. Hawkins, Jr., to W. C. Hoffman, now pharmacist-manager and part owner.

Troy Drug Company, Troy, from M. A. Nicholson and others to John R. Harrison, owner-manager-pharmacist.

Licensed by Reciprocity

Miss India Brinkley Hood, Richland (Tenn.); Ben Howard Eidam, Jr., Asheville (Ga.); Mrs. Suzanne Thorpe, Durham (Ohio); Mrs. Susan Clelland, Fayetteville (S. C.); Mrs. Amata Heiden Gleissner, Gaffney, S. C. (S. C.); Dr. E. C. Neeland, Wilson (Alabama); William C. Bias, Wadesboro (West Va.); Byron Boyce O'Dell, Lenoir (Ga.)

Pharmacy to Close

One of the oldest drug firms of Sampson County—Chestnutt Drug Store of Clinton—is being liquidated by its owner, Mrs. James Moseley Chestnutt.

Moves to Waynesville

DeWitt Stamey, graduate of the University of Georgia School of Pharmacy (1950), has accepted a position with Smith's Drug Store, Waynesville.

NCPA OFFICERS

(Continued from page 239)

Company, was elected by mail ballot this past year.

Other officers who will assist Mr. Tyso during the year include C. D. Blanton of Kings Mountain, W. D. Welch, Jr., of Washington and Sam McFalls of Greenboro.

W. J. Smith continues as secretary-treasurer of the NCPA and editor of the JOURNAL.

N. C. Pharmacist Wins Third Army Prize

(Picture on page 267)

The introduction of a raspberry-flavored penicillin, in syrup form, has won a \$100 prize for Private First Class William H. Patton, of Hickory, a 25-year-old graduate of the University of North Carolina, with a B.S. Degree in Pharmacy.

Pfc. Patton a registered pharmacist at the Fort McClellan, Ala., Station Hospital, especially designed the formula for use by small children and babies. The tasty penicillin has been used on a test basis at McClellan for several months. It has proved completely satisfactory as to potency, dosage, vehicle, taste, and stability, according to hospital sources.

In addition to the \$100 award from Headquarters Third Army, Pfc. Patton received \$25 from Ft. McClellan for developing the syrup. If the idea is adopted throughout the Army, he will be eligible for seven more cash awards from the Department of the Army.

Pfc. Patton entered the Army in December 1954, and has served at Ft. McClellan since May 1955.

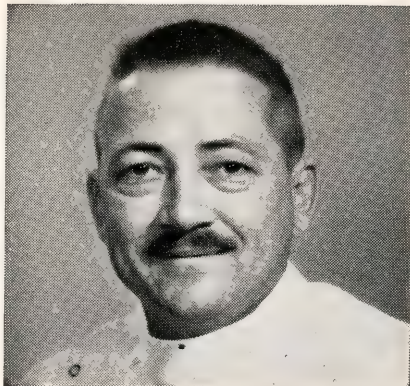
Straight Talk by Dean Lyman

"Something is wrong when pharmaceutical investigators deliberately give their researches to chemical journals for publication. They enrich chemistry and pauperize pharmacy. Something is wrong when pharmaceutical manufacturers make their money through druggists, but give great sums of money to medical or other institutions but neglect pharmaceutical institutions. Something is wrong when in my home town druggists have given hundreds of dollars to equip the rooms of the local County Medical Society but do not have a place for their own meetings."

King Attends St. Louis Meet

Grove Laboratories Representative, Hiram King of Monroe, was one of 35 special representatives selected from throughout the country to attend a 1-week sales training course in St. Louis.

"creates new customers"



DURHAM, N. C. "We find that displaying 'Benzedrex' Inhalers not only creates new users, but also reminds old customers—thereby creating repeat sales."

J. K. McCoy

J. K. McCoy
The Prescription Shop
S. Gregson at W. Chapel Hill St.

double your sales of
BENZEDREX* INHALER
with the new display carton

Smith, Kline & French
Laboratories, Philadelphia



* T.M. Reg. U.S. Pat. Off.

new

instant relief
from poison ivy • insect bites



SHAKE WELL BEFORE USING
3 oz. **Lederle** No. 4637-25

RHULISPRAY®
Analgesic-Anesthetic
FOR LOCAL APPLICATION

For the relief of minor itching and pain
of ivy and oak poisoning, hives, insect
bites and other minor skin irritations.

Distributed in Canada by
LEDERLE LABORATORIES DIVISION
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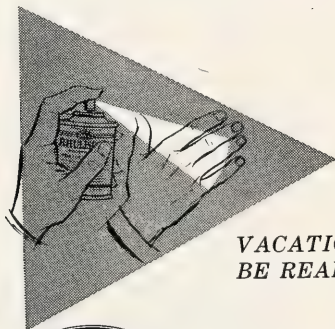
Just press the button and
spray for quick, convenient,
effective relief of pain and
itching caused by poison ivy,
poison oak, insect bites, and
other minor skin irritations.

LOOK AT THESE SELLING FEATURES:

- prompt relief from itching and pain
- cooling, soothing
- quick, easy application the new spray way
- non-staining...dries instantly...not messy
- perfect for vacations, beach, outings
- a "natural" for children

RHULISPRAY*

ANALGESIC-ANESTHETIC



INTRODUCTORY DEAL

Expires—June 30

1 FREE WITH 11

YOUR COST \$8.91

RETAIL VALUE \$16.20

YOUR PROFIT \$7.29—45%

**VACATION SEASON JUST AHEAD...
BE READY WITH AN ADEQUATE SUPPLY!**

*REG. U. S. PAT. OFF.



LEDERLE LABORATORIES DIVISION AMERICAN CYANAMID COMPANY PEARL RIVER, N.Y.

Random Comments

By

W. J. Smith

• Moss Salley, Jr., of Asheville says he has the distinction of being the only pharmacist to be appointed to the N. C. Pharmaceutical Association by a governor of the state. Someone in the Governor's office missed his signals and appointed Moss to the "NCPA" rather than the "State Board of Pharmacy" to which he was elected last year.

Later, the error was corrected so Moss is now a regularly commissioned member of The Board.

• Former state auxiliary president Mrs. Graham (Lou) Culbreth represented these firms at the Medical Society meeting in Pinehurst: Even-Flo Bottle Company, Pyramid Rubber Company, Fuller Pharmaceuticals and Armour Labs. We hear it was a revealing experience for Mrs. Culbreth.

• A friend tells us one of the best tests of religion is to find yourself in church with nothing less than a dollar bill in your pocket.

How vitally necessary are the members of the TMA to our welfare is emphasized by this thought: "If suddenly all salesmen stopped selling, spiders would soon be spinning webs across the entrances of our factories."

A physiology exam question read, "How may one gain good posture?" A country boy chewed his pencil, then wrote: "Keep the cows off it and let it grow a while."

Sign on rear of car: "Drive Carefully. The life you save may vote Republican."

Hal Hutchins (Red Book's Lotions and Potions) says there is a growing number of people who are seeking less work to do, more time to do it in, and more pay for not getting it done.

- Indicating his wide popularity in McDowell County, nine of Marion's ten MD's attended a farewell party given in honor of Luke Irwin by Mr. & Mrs. Dean Tainter. Luke is leaving Tainter's to go into partnership with his brother, Dwayne, at the Elk Pharmacy in Elkin.
- New baldness "cure"—shrink your head as the natives do in Africa by liberal application of heat and tannic acid. No complaints (and survivors) so far.
- Raleigh's Mayor Wheeler says we have pills for all sorts of aches—stomach, back, head, etc.—but none for "chronic bellyachers" of which presumably there are some on the loose in the Mayor's fair city.
- Reference to a pharmacist: "He's as busy as a long-tailed cat in a roomful of rockers."
- C. C. Fordham, Jr., has been selected as first vice president of the United Fund of Greater Greensboro, Inc.
- Ray McArtan, former Dixie Cup and Beechnut representative, has been appointed Eastern North Carolina Representative for Stephen F. Whitman & Son, Mfrs., of Whitman's chocolates.
- The World's Best Boss—E. Claiborne Robins of the A. H. Robins Company, Richmond, has his title clinched now that his employees presented him with a \$4,200 check on the occasion of his 20th Anniversary as president of the firm. This note went along with the check—"For a wonderful vacation with play."
- We understand a certain patriotic pharmacist had to remove an American flag which he had placed in the ladies room. Seems the ladies felt uncomfortable while sitting down.

CECIL THE MAGICIAN

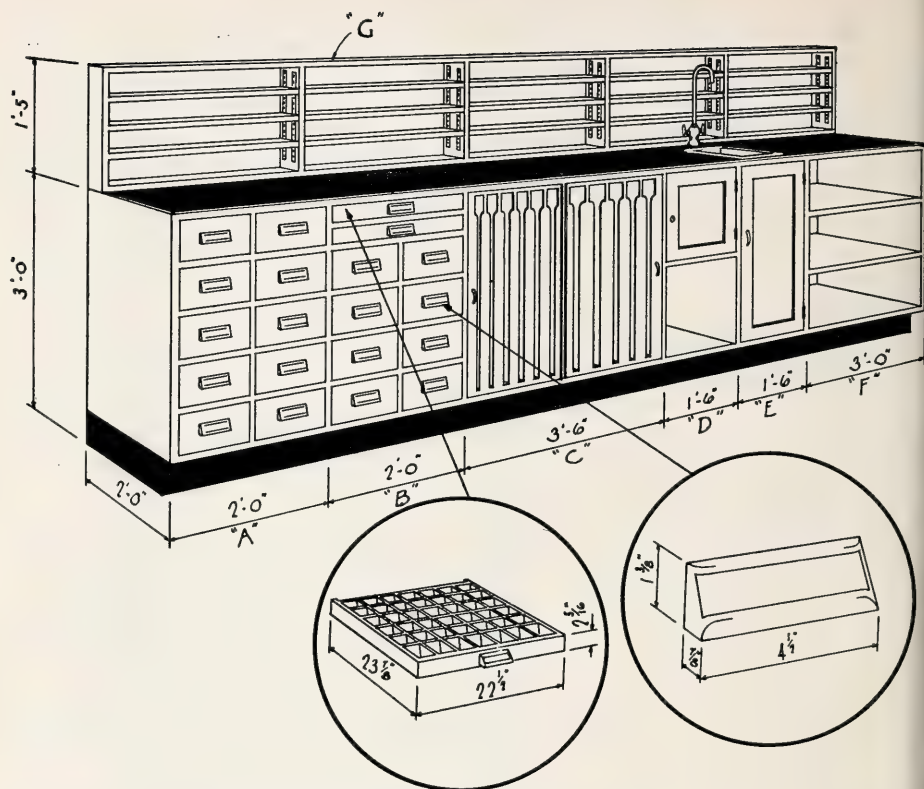
Druggist—Traveler—Ventriloquist

Magician—Hypnotist—Prestidigitator

Entertainment for schools, churches, clubs, banquets and lodges. Write, wire or phone for open date.

A. Coke Cecil

Hight Point, North Carolina



K-400 PRESCRIPTION WORK COUNTER

The various standard units illustrated above may be combined into many desired arrangements to suit your particular requirements.

A thoroughly professional prescription work counter for a highly professional service.

Write for our free new complete catalog or brochure of blue prints showing actual installations.

Send Catalog ☐

Name.....

Send Blueprints ☐

Address.....

Send Sales Engineer ☐

City.....

State.....

GRANT E. KEY, INC.

Manufacturers — Distributors

LYNCHBURG

VIRGINIA



Robert L. Travis, Pepsodent Representative in Virginia-North Carolina, presents "President's Award" plaque to NCPA President W. B. Gurley in recognition of his outstanding service and contributions to Pharmacy.

The Pepsodent Presidential Scholarship, awarded by The Pepsodent Division of Lever Brothers through President Gurley, went to John W. Saunders of Raleigh, who will enter the UNC School of Pharmacy this fall.

The scholarship pays \$100 for the first three years and \$200 at the beginning of the fourth year. The scholarship is a cash award and is not limited to tuition but may be used for general school expenses.

Objectives of The Pepsodent Presidential Scholarship Program are: (1) Stimulate interest among high school students in professional pharmacy as a career; (2) contribute to the growth and development of professional pharmacy; (3) recognize the importance of the professional pharmacist and his contributions to the welfare of the individual and the community; (4) assist state pharmaceutical associations in developing future leadership for the profession; and (5) emphasize the importance of the president of the state pharmaceutical association and recognize his unselfish service and valuable contribution to the high standards and competent performance of his profession.

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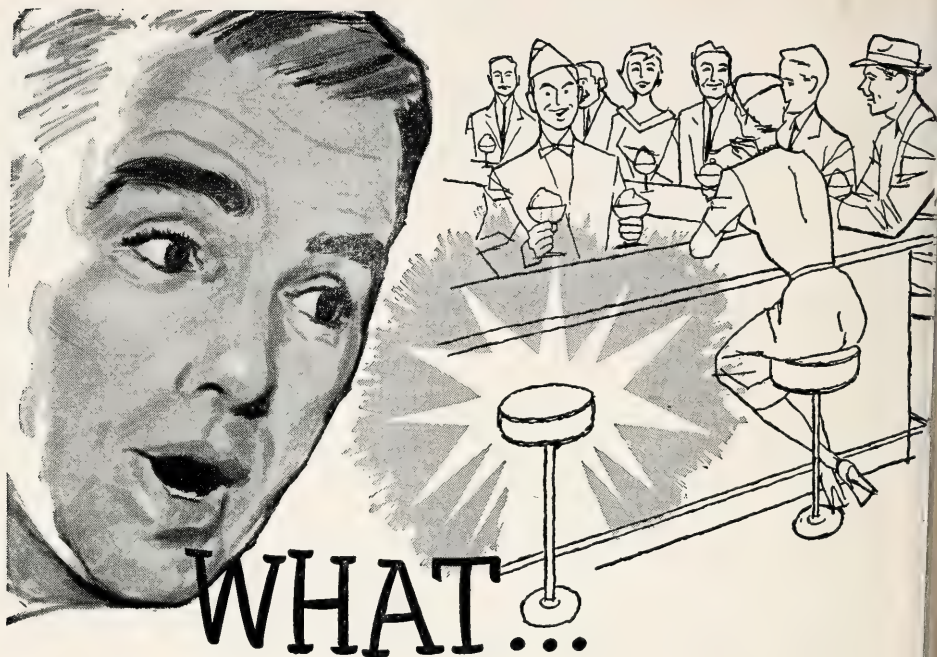
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*Watch This Space Next Month
for Important Announcement on
Color Finishing.*



Noon and one stool empty?
haven't seen that since I put in

Sealtest
TRADE MARK

You can *bank* on the fact that stool won't be empty long at a Sealtest fountain. Just as easily as you can *bank* those extra dollars Sealtest-craving customers will spend in your store.

The Sealtest combination of a *known quality product . . . demand creating national and local advertising . . . plus in-store promotion . . .* can mean more and bigger business for you. Move fast for fast profits.

Call Southern Dairies
today. Sealtest has a
customer-building plan . . .
tailored for you.



Employee Compensation-Incentive Plans

JAMES W. HARRISON, Asheville, N. C., *Chairman, Committee on Trade Interests*

Nowhere else but in a democracy such as ours could employer-employee relations exist in such amity as in America. This condition did not happen overnight. Our economic history shows transition periods that have had first the employer, then the employed in a position of dominance. That one group has seemed to have given the orders, so to speak, and the other group to have taken orders, so to speak, has been due to actions by both groups as well as to varying conditions in our economic structure. Evidence of both employer and employee recognizing each other's dependence on each other and accepting this condition and manipulating it to work for their mutual benefit is visible today more than ever before.

Naturally, an employer wants steady, loyal, efficient employees. Naturally, an employee wants his employer to be fair and considerate and to operate a business of which both can be proud. An employer also wants to be spared the harassing detail of frequently breaking in new personnel. He wants his employees to be satisfied to remain with him in continuity to their mutual satisfaction.

A workable employee compensation-incentive plan can accomplish these wholly desirable conditions. Even the simplest plan is well worth adopting. The more elaborate plan, if it makes economic sense, is almost certain to enable the employer to acquire the better class of employees and to keep them once he has them. Compensation incentives and other benefits are selling points. An employer must sell himself and his business to a prospective employee no less than an employee must sell himself and his abilities to a prospective employer.

When an employer seeks new employees or is faced with the necessity of making concessions to keep the good employees he has, then he must re-evaluate his compensation plan. This evaluation must consider at least two questions, namely, does his plan have the advantages and features that should enable him to compete with retailers

like Sears, Penney, and the like; will his present volume and his potential volume justify additional features of compensation that will help him to attract and keep good employees?

When an employer is compelled to compete with other stores and other pharmacies for his employees and has no employee incentives other than salaries, he might well consider the adoption of a compensation-incentive plan. In all cases the plan must justify the adopting by being economically sound. This condition must postulate the absolute necessity of the employer having his hand on the pulse of his business.

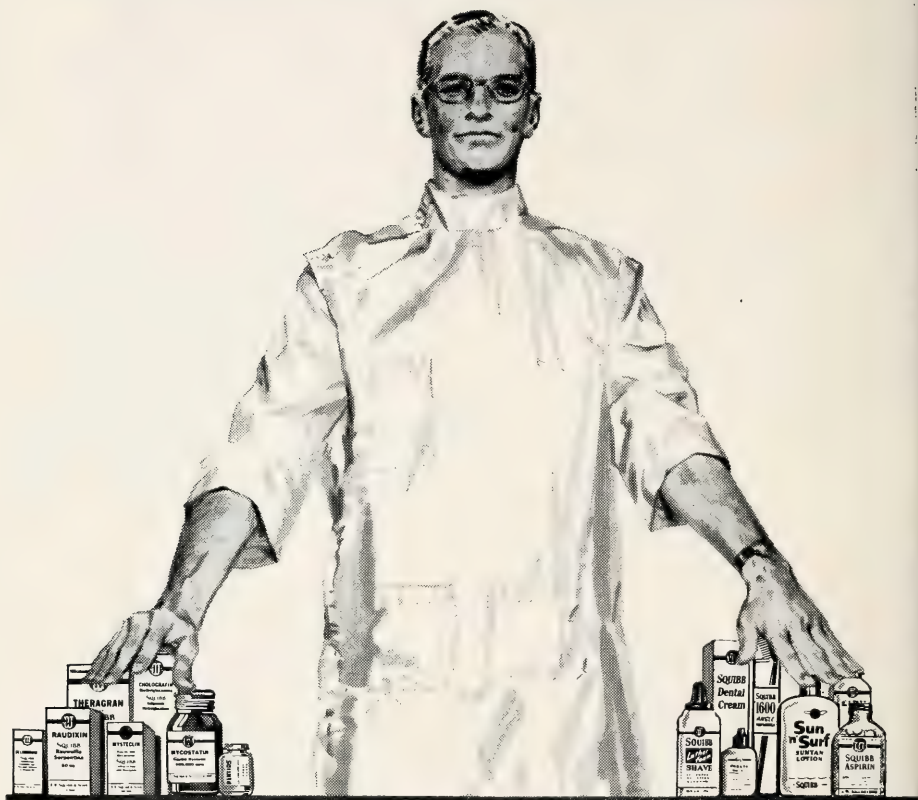
Even though employer-employee relations are now in a more advantageous state than in the so-called old days in regard to each realizing their interdependence, there is a decided trend toward, to use a semi-political term, an imbalance of power. For the past eighty years the worker has been gradually emerging from a state of near servitude until he has achieved a certain feeling of independence. This feeling of independence has been for the most part earned. But the worker's efforts have not been the only means of achieving this state. The employer himself has, by his own recognition of his employees' worthiness, been instrumental in helping the employee achieve his present standing.

This trend toward the imbalance of power will be accentuated as time passes. If the trends of the past eighty years continue, and the prognosticators who so successfully predict these trends seem to believe they will continue, there will be a worker and labor shortage even greater than the one we are now observing. This labor shortage will gradually increase until twenty years hence the anticipated 216 million population, demanding twice the present amount of goods and services, will have only a 30% larger work force to fill the demand.

I do not think we need concern ourselves too much with dire forebodings regarding these probabilities. Man's ingenuity, auto-

(Continued on page 257)

Get acquainted with Squibb quality...



for profit and prestige!

YOUR PROFIT tomorrow and next month would be sufficient reason in itself for stocking and promoting *Sweeta*, *Sun 'n' Surf*, the *Angle Toothbrush*, *Squibb Aspirin*... just to name a few. For these consumer-accepted home necessities bear the hallmark of purity and reliability as surely as every ethical prescription product in the entire Squibb line.

BUT LONG-TERM PROFITS are even more important, and they must be *planned* . . . the reliability and good name, the *quality* of Squibb, help naturally to build the reputation of your store.

SQUIBB *quality...the priceless ingredient!*

COMPENSATION-INCENTIVE PLANS

mation, and the thousands of undreamed of sources of energy will be realized to supply a satisfactory answer. And do not overlook the answer that for generations has created America's unsurpassed standard of living—*Increased Individual Output.*

Increased individual output can mean the difference between profit and loss. Often it has been the means of saving a precarious situation by putting a shaky operation on a firm footing. It is a trait common to employer and employee alike to want that which has been earned. The extra remuneration for extra effort has paid off for both when it has been based on sound economic principles.

Your Pharmaceutical Association has had requests for information concerning salaries paid to pharmacists and other drug store personnel; requests for information pertaining to special compensation-in-

centive plans by member pharmacists. A questionnaire was sent out requesting such information. Needless to say, the information received has been and will be treated confidentially. Do not fear that any confidences will be violated. Each report will be absorbed into a composite, and if any one thinks to picture himself in the composite, he himself will be the beholder. I am merely a committee member who sought only to tabulate with objectivity.

This survey was started twenty days ago and, up to the time this report was prepared last week, sixty questionnaires had been received. Although this is a small number, it furnishes enough of a cross section survey to serve the purpose sought.

We will consider some aspects of the report. You will notice in the handout that 95 pharmacists working 52.8 hours weekly receive an average salary of \$123.43 weekly;

(Continued on page 259)

Employee Compensation-Incentive Plans 60 Pharmacies Reporting

		<i>Weekly Salary</i>	<i>Hour Salary</i>	<i>Hours Work</i>
No. of Pharmacists	95	\$123.43	\$2.34	52.8
No. of Drug Clerks	73	66.37	1.31	50.5
No. of Cosmeticians	42	43.56	0.89	48.9
No. of Soda Fount. Force.....	100	31.31	0.69	46.0
No. of Delivery Boys.....	37	35.79	0.74	50.0
No. of Janitors	23	32.70	0.72	45.6
No. of Janitor-Delivery Employees...	25	34.52	0.76	47.9
No. of Pharmacies giving one or more special inducements: 28 (46.6%)				

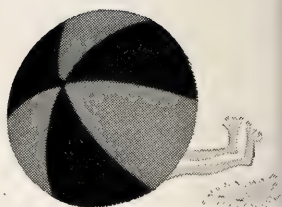
	<i>Inducement</i>	<i>Number of Stores</i>
Hospital Insurance on Employees & Families		1
NCPA Life-Hospitalization Plan		2
Life-Hospitalization		4
Salary Insurance Plan (Employer Paying Half)		1
Hospital Insurance		3
Retirement Pension		3
Paid Vacations		3
Sick Leave		2
Cash Bonus, Annual		7
Percent of Salary Bonus		1
Percent of Net Profits Bonus		3
PM to Pharmacist Only		1
PM to all Clerks (regularly)		5
PM to all Clerks (occasionally)		1
PM on certain lines only		5
Percent of Volume Bonus		2
Unspecified Bonus		3



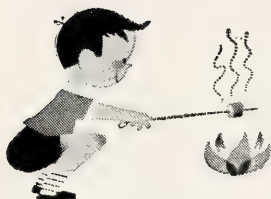
For Cuts



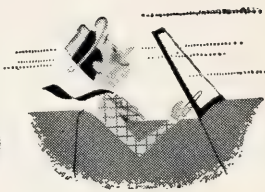
For Scratches



For Sunburn



For Burns

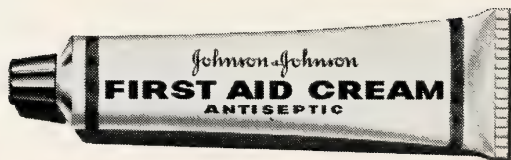


For Chapping



For Insect Bites

SIX good reasons for **ONE** new product



THE NEED: An effective antiseptic for minor skin injuries that is non-toxic, non-irritating and relieves pain.

THE PRODUCT: Johnson & Johnson **FIRST AID CREAM**...the safe antiseptic that fights infection, speeds healing and does not stain or sting!

Filling a real consumer need—is the concept behind every new product or product improvement made by Johnson & Johnson.

First Aid Cream is an outstanding example of this new-product concept in action.

The most trusted name in Surgical Dressings and Baby Products

Johnson & Johnson

COMPENSATION-INCENTIVE PLANS

73 drug store clerks work 50.5 hours for \$66.37 weekly; 42 cosmeticians work 48.9 hours for \$43.56; 100 soda clerks work 46 hours for \$31.31; 37 delivery men work 50 hours for \$35.79; 23 janitors work 45.6 hours for \$32.70; and 25 janitor-delivery men work 47.9 hours for \$34.52.

Please bear in mind these figures are average, compiled from 60 reports. I do not doubt the possibility of these figures being altered by a greater number of returns. Perhaps the fact that only 60 reported so promptly will enable you to visualize the type of pharmacies the 60 reports came from. If so, I claim no credit for stimulating your imagination, since I have already gone on record as alleging objectivity in compiling this report. In this connection, I would stress the importance of being willing to cooperate in the projects of the Association, like this survey, for instance. The more reports, the better the whole picture and its function of aiding you. When all the reports are finally in, you will have a copy if you so desire. This, necessarily, is only a preliminary report, but useful nonetheless.

To get back to our figures. We find that 28 pharmacies, or 46.6% of the 60 reporting give one or more special inducements. These inducements, or incentives, range from PM's and bonuses to Life and Salary Insurance and Hospital Insurance with paid vacations and sick leaves included. A more detailed explanation is shown on the chart.

Since preparing this report, there has been one return that will alter the count on one category of inducements. If you care to make the change on the chart you may change the number of stores participating in the NCPA Life-Hospitalization Plan from 2 to 3. You need not change the "weekly salary" figure because the change would be negligible, being only one-seventh of a cent plus. It does, however, change the number of pharmacies giving special inducements to 29, or a percentage change from 46.6% to 47.54%, which is added evidence of the importance of this method of operation.

If you adopt a compensation-incentive

plan there are several methods you may use. The PM method is the old standby. If you use a well conceived prescription pricing schedule—there are several—you may evoke all the advantages accruing from the giving of a specified PM on each prescription. Certain cosmetic, vitamin, and other lines may be included with, say 5% on some or all, and even as much as 10% on the greater profit lines. You may give a periodic or annual bonus decided by a percentage of net profits, a percentage of gross, a percentage of increased volume, or increased profits, or a specified sum based on length of service or other achievements of merit. Sick leave and paid vacations are other inducements.

Life-Accident-Hospital Insurance may be given. This is less expensive when bought in groups. Your Association has an excellent plan. More detailed information is available to you on request. Simply fill in the blank on one of the handouts you have.

This 60-pharmacy salary and incentive plan analysis has been compiled from reports submitted by independently owned pharmacies, although some of these have agencies common to the chains.

Chain stores have Employee Compensation Incentive Plans as a matter of policy in the scheme of their operations. Here is a typical plan. It will be designated as Chain A Plan.

Pharmacist starting salaries are \$110.00 weekly *plus* PM's. The working hours are 48. The assistant manager receives a periodic bonus of unspecified amount calculated on a varying percentage of profit peculiar to each store. It must be a profitable operation to make possible the bonus, and the pharmacist must be an assistant manager to be eligible.

In this connection, it may be pointed out that those eligible for a bonus contingent upon profitable operation must be either conversant with the store's audit or accept his manager's statements concerning profit in blind faith. I merely point this out as a feature with a possible loophole, not with the implication of there being a manipulation of figures in order to renege on promises. Indeed, the very fact of an assistant

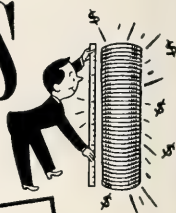
(Continued on page 261)

you know, **BUT...**
do your clerks know?



larger unit sales mean

BIGGER PROFITS



display and sell
the **"FAMILY PACK"**

50 POWDERS
or
100 TABLETS



...a better value for your customer!

COMPENSATION-INCENTIVE PLANS

manager being an assistant manager, and of the long success of the incentive plan, would imply the utter improbability of there being any abstruse manipulation of figures.

Chain A gives paid vacations based on length of service. One year service gets one week; two to twenty-five years, two weeks, and 25 years service gets two 2-week vacations.

Paid hospitalization of \$7 per day is given after three months' service. The same hospitalization benefit is available to families of employees at 50c a week a person. A life insurance policy of \$1000 for each employee is paid for by Chain A.

Chain A has a retirement plan which will be of interest to you since probably not more than 5%, if that, of Association member stores have similar plans. The Chain A plan is based on earnings of the Company and length of service of employees. To be eligible, one must have been with the Company for at least one year and must have earned a minimum of \$3600 in that year. This narrows the eligibility to managers, assistant managers, and pharmacists. This fund is made up of payments by the Company and by the beneficiaries of the fund. If a participant leaves the employee of the Company with less than four years' service, he only receives the amount he himself has put into it. If he leaves after four years, he participates in the whole fund only 10%, after nine years, 35%. He must have been with the Company for twenty years to participate 100%.

In addition to these incentives, the PM method is used very effectively. PM's of 5% and 10% on certain lines; 5c on each prescription or 10c on each prescription if for certain specified products. It is gratifying to note that Chain A will stand for no yielding to temptations of pharmacists using the products that bring 10c when the 5c category are called for. They have long since learned that moral ethics transcend cupidity.

The incentive plans of Chain B are similar to those of Chain A, except that Chain B has no Retirement Plan and the Vacation incentives of B are less attractive than of A.

The special inducements of the small chain may be briefly mentioned. Chain C gives one week vacation to those employees who have at least six months' service. Two weeks are given to those of five years or more of service. The Blue Cross 5G Plan of Hospitalization is paid by the store for all employees of three months or more service.

This feature seems to be especially liberal as to length of service. Indeed, one major chain requires that an employee have at least one year service before participating in special inducements. This liberality of Chain C extends to the Life Insurance Plan paid for by the store for all employees of three months' service.

Chain C gives additional benefits in the form of discounts on purchases by employees. These discounts range from 20 to 30 per cent, according to the nature of the products purchased. Paid sick leave is based on a necessarily flexible plan designed to fit individual situations.

Rexall and other Agency stores have excellent incentive plans. Their Life-Hospital Insurance inducements give these stores the advantage of participating at the comparatively low cost that group and quantity participation entail. The independent pharmacies may well consider this aspect in regard to the NCPA Life-Hospital Plan.

This report holds no brief for any particular Employee Compensation-Incentive Plan. It does, however, recommend that some such plan be tried where *increased individual output* may be stimulated by such incentives. I am sure that each of you abundantly possess the talent necessary to devise a plan that will fit your own particular operation. I do not need to repeat—your Pharmaceutical Association will be happy to help you individually as well as collectively which it has sought to do in this report.

If I may have a bit more time, I would like to deal with an important aspect of incentive plans in general. I would impress upon you the truth that any incentive plan you may be using or later adopt must be economically justified. It must result in

(Continued on page 263)

The House of Friendly Service



2923 South Tryon Street
Charlotte, N. C.

Scott Drug Company

Service Wholesalers Since 1891

COMPENSATION-INCENTIVE PLANS

increased profits to employer and increased earnings or advantages to employee. These requisites are not even secondary to the object of acquiring and retaining efficient and loyal employees.

Let us look again at pharmacists' salaries. You will notice the \$123.43 weekly average paid. If this salary represents the *total expense* of his sales, then he must sell merchandise and prescriptions to the total based on the *selling costs* not exceeding 11% of total sales. When costs deviate from this percentage, sales become more profitable or unprofitable, depending on the direction of the deviation.

But there are other considerations in this particular example. If the pharmacist's sales do not reach this figure, then his non-selling duties may be considered as being paid for by that ratio of his salary that equals the difference in sales volume. This is a condition that must be vigilantly watched, else too many non-selling duties that could be accomplished by other less expensive help will unduly increase total selling costs.

Since the main objectives of any incentive plan are: to *increase individual output*; acquire loyal and efficient employees, then retain them; and to maintain a condition of accord and amity between employer and employee, it may be well to further consider an example.

Every employer at one time or another, perhaps quite often, is faced with the problem of when and if to increase salaries and/or other incentives. That this problem generally arises from requests by employees is no criticism of employers. When this problem arises, certain unalterable laws of economics should be made understandable to employees. They should know this:

By increasing individual output can you have more.

By earning your present salary can you hope to have more.

Excessive selling costs inevitably result in failure and resulting unemployment; Danger of Government control and resulting Socialism.

Then, a gentle, tactful explanation of the ethical aspects of a desire for some-

thing not earned would not be amiss. Point out the utter futility of expecting "something for nothing" without producing; the fallacy of expecting special privileges without assuming responsibilities; the unsoundness of expecting power without its attendant obligations; and the eternal truth of the concept that any employee can be paid only by the fruits of his own efficient production.

If an employee's salary is increased by as much as 5%, it has the effect of shortening an 8-hour working day by 24 minutes. In other words, the employee must produce in 7 hours and 36 minutes the same amount he produced in 8 hours before the increase.

It is my hope that this paper has been of some help to you. I hope it has impressed you with the one economic truth that extra compensation inducements to employees may only be justified by *increased individual output* by employees. Too, each pharmacy in the state, however much it conforms to averages and norms, has its own individual problems. Any Employee Compensation-Incentive Plans you may wish to adopt must take this into account.

Griffin Opens Pharmacy

Burlington's newest retail pharmacy—Griffin's Pharmacy—was opened in early May by S. D. (Sandy) Griffin. The pharmacy is located in a new air-conditioned building.

Mr. Griffin has been identified with pharmacy in Burlington since 1950, at which time he and W. S. Gardner opened the Alamance Drug Company.

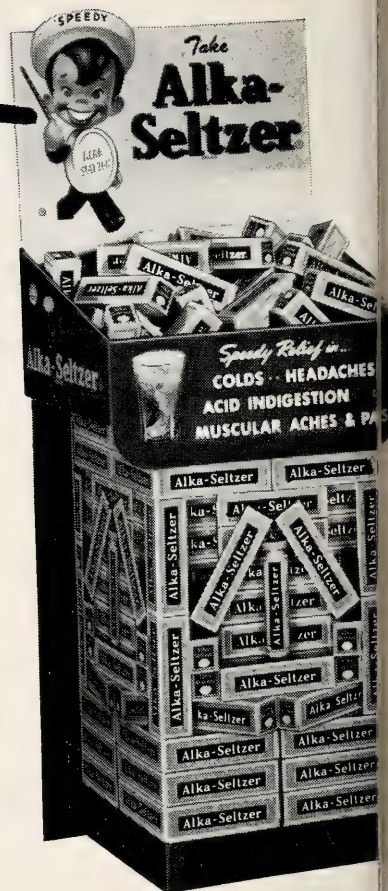
Later, after disposing of his interest in the Alamance Drug Company, Mr. Griffin joined the Alamance County Hospital as chief pharmacist, a position he resigned to reenter retail pharmacy as the owner of the newly established Griffin's Pharmacy.

Joins Parsons Drug

William C. Bias, until recently manager of a Rexall drug store in Keystone, West Virginia, has accepted a position as pharmacist with Parsons Rexall Drug Store of Wadesboro.

Mr. Bias is a graduate in pharmacy of the University of West Virginia and a veteran of World War II.

Either way...



**This DISPLAY
can DOUBLE...
even TRIPLE**

**your Alka-Seltzer[®]
Sales and Profits***



*Actual sales records show druggists sell 2 to 3 times more ALKA-SELTZER using open type displays. Your Miles Salesman will be glad to place them in your store.

MILES LABORATORIES, INC. • ELKHART, INDIANA

Partner of the Retail Druggist for more than 70 Years

WHAT THE CLUBS ARE DOING

Winston-Salem

James Mitchener of Concord was guest speaker at the May 11 meeting of The Winston-Salem Drug Club, held in the Baptist Hospital Cafeteria.

Title of Mr. Mitchener's talk was "Labeling Responsibilities of the Pharmacist." He was introduced by Miss Jeanette Hunter, who was program chairman for the evening.

The club's annual party for the Forsyth County Medical Society was held on May 17. About 150 persons attended.

A steak dinner followed a social hour. The party closed with an entertaining musical program.

Mecklenburg Pharmaceutical

About 100 members and guests attended the Third Anniversary Banquet of The Mecklenburg Pharmaceutical Society, held in Charlotte at the Charcoal Steak House on May 24.

Guests attending the banquet included Dr. T. W. Baker, President of the Mecklenburg Medical Society; NCPA President and Mrs. J. W. Tyson of Greensboro, Dean R. W. Morrison and two faculty members of the Univ. of S. C. School of Pharmacy, J. P. Richardson, Administrator of Presbyterian Hospital, Stephen Webber, Business Manager of Mercy Hospital, Wilkins Harden of Columbia, South Carolina, and Mr. and Mrs. W. J. Smith of Chapel Hill.

Officers of the Society are president, Gilbert Colina, who presided; vice-president,

G. B. Dimmick; secretary, C. W. Mosteller; and treasurer, Clarence Swearngan.

Membership in the Society is limited to pharmacists. Forty-three pharmacists are enrolled. Annual dues is \$24 a year.



New officers of The Durham-Orange Drug Club: Claude C. Wheeler, president (shown seated) and George Rettie, vice-president.

Mr. Wheeler is connected with the Sloan Drug Company of Chapel Hill; Mr. Rettie represents Parke, Davis & Company in Durham, Orange, Alamance & Caswell counties.

F. C. Hammerness of the UNC School of Pharmacy faculty was reelected secretary-treasurer.



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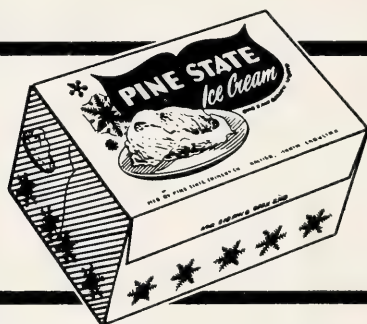
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brand that**

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**NORTH CAROLINA'S
OWN**

**PINE STATE
ICE CREAM**

A superior ice cream intensive-
ly promoted and merchandised
through Newspapers • Radio
Point-of-Sale • Television



**FOR FOUNTAIN
SERVICE
and
FOR TAKE HOME
SALES**

RALEIGH, NORTH CAROLINA

Cover Page

As a fitting climax to the completion of a very successful year as president of the North Carolina Pharmaceutical Association, members of The Northeastern Carolina Drug Club wanted to do something special for Bill Gurley.

After reviewing a number of suggested projects, the club decided to purchase two chests for the lobby of The Institute of Pharmacy.

The chest pictured on our cover is one of two antique reproductions purchased from the Durham Furniture Company with funds made available by the Club. After a bit of persuasion, we succeeded in getting Bill to pose with one of the chests.

Credit for working up the project goes to David R. Davis of Williamston, and to him and the members of the Northeastern goes our most earnest thanks for making available some long-needed Institute furniture.

*Do you have an
adequate stock of*



for Summer selling?

Never before in our 76-year history have sales expanded so fast on any of our products. Every month Soltice sets new selling records. And that demand will continue to grow this Summer with people asking for Soltice to relieve rheumatic aches, the pain of sore muscles, minor sprains and bruises, aching feet, and non-poisonous insect bites.

Do you have an adequate stock of Soltice for Summer selling? If not, mail your order today. It'll get prompt attention.

**THE CHATTANOOGA MEDICINE
COMPANY**

Chattanooga 9, Tennessee

SMITH WHOLESALE DRUG CO.

SPARTANBURG, S. C.

**A Young and Growing Service Wholesale House,
Owned and Operated by Registered Pharmacists**

We Appreciate Your Business



U. S. Army Photo

Pfc. William H. Patton (UNC Pharmacy School, '54), pharmacist at Fort McClellan Hospital, is shown (center) receiving a \$25 check as the first quarterly prize to be awarded in the newly inaugurated "Suggestion Awards Contest for Military Personnel."

Col. William T. Moore, Post Commander at Fort McClellan, makes the presentation with Col. Ralph L. Marx, Hospital Commander, adding his congratulations.

An oral raspberry-flavored penicillin preparation, developed by Private Patton, won the suggestion award, which has been forwarded to the Third Army Suggestion Contest for further consideration.

DOINGS

OF THE AUXILIARIES

REPORTERS

- Charlotte—Mrs. James A. Wolfe
- Wilmington—Mrs. A. J. Simeone
- Greensboro—Mrs. P. A. Hayes
- High Point—Mrs. J. Louis Cobb
- Raleigh—Mrs. J. B. Vinson
- Winston-Salem—Mrs. John Holland

Greensboro

Mrs. E. R. Kinard, Jr. was installed as president of the Greensboro Drug Club Auxiliary, succeeding Mrs. W. E. Davis, when the auxiliary held its last meeting until September in the form of a luncheon on May 23.

Other new officers installed by Mrs. R. F. Whotley, chaplain, included: Mrs. S. T. Sarvis, vice president; Mrs. John A. Ranzenhofer, secretary; Mrs. E. S. White, treasurer; Mrs. James W. Sykes, historian; Mrs. Ralph J. Foster, Jr., chaplain; and advisors, Mesdames W. E. Davis, David D. Claytor, and W. P. Brewer.

Mrs. D. V. Walker, on behalf of the auxiliary, presented Mrs. Davis with a gift.

Mrs. Davis and Mrs. W. P. Brewer reported on the Raleigh meeting of the N. C. Pharmaceutical Association. Guests included Mrs. Clark Russell and Mrs. D. E. Compton.

Charlotte

In a most inspiring ceremony Mrs. L. E. Barnhardt, Parliamentarian, installed the officers of the Charlotte Druggist Auxiliary for the ensuing year at the May 15th luncheon meeting. A spring garden was the theme of the service, each incoming officer receiving a corsage of flowers appropriate for her office. The new officers for 1956-57 are as follows:

Mrs. F. F. Potter—President

Mrs. Gilbert Colina—Vice-President

Mrs. J. H. Morris, Jr.—Recording Secretary

Mrs. James A. Wolfe—Corresponding Secretary

Mrs. Claude Norman—Treasurer

Mrs. Victor Riggsbee—Parliamentarian

Mrs. G. B. Cheek—Adviser

Mrs. Lawrence Smith gave the devotional. Mrs. G. B. Cheek, President, reported the highlights of the Raleigh Convention, and expressed in behalf of all the members congratulations to Mrs. P. W. Kendall from our Charlotte Auxiliary, the new President of the State Auxiliary.

Door prizes were won by Mesdames L. E. Barnhardt, R. F. Holland, A. B. Morgan, and Victor Riggsbee.

The club membership presented Mrs. Cheek a lovely silver tray in recognition of her untiring efforts in piloting the Charlotte Auxiliary toward greater goals.

To Mrs. T. E. Whitehead—The Charlotte Auxiliary expresses their sincere sympathy in the loss of her husband.

Pharmacy Wives

The Pharmacy Wives gave a tea May 20 at the Institute of Pharmacy, Chapel Hill in honor of the UNC School of Pharmacy's graduating members and their wives.

Life membership in the group was presented to Mrs. M. L. Jacobs and Miss Alice Noble. A gift was presented to Mrs. W. J. Smith in recognition of her services to the Pharmacy Wives organization.

Wilmington

The Woman's Auxiliary to the Wilmington Drug Club met in the Azalea Room for their May 24 meeting.

Luncheon was served to the members.

New officers for the year are Mrs. A. Simeone, president; Mrs. V. Lindenschmidt, vice president; Mrs. George Turner, secretary; Mrs. W. Laign, treasurer; and Mr. Wilbur Adams, corresponding secretary.

Winston-Salem

The regular meeting of The Apothecary Club was held May 3 at the home of Mrs. Leon Kimball, with 21 members attending.

Mrs. Leon Cahill, president, presided over the business meeting. Reports were given by Mrs. Louis Ferguson, treasurer; Mrs. M. Williams, sunshine committee; and Mrs. Craig Lewis, membership committee.

A card of thanks from the National Foundation for Infantile Paralysis for the contribution made to the March of Dimes was read by the secretary, Mrs. John Holand. A letter was read from Mrs. C. F. Ridenhour, expressing her appreciation for the gift sent to her family when their home was destroyed by fire.

It was decided to send a donation of \$100 to Chapel Hill to be divided equally between the Institute of Pharmacy and the School of Pharmacy, UNC.

Mrs. Bruce Woosley, who is in charge of arrangements for the fall benefit fashion show, bridge and canasta party, outlined the plans and asked for volunteers for each committee. She announced that the Elk's

Club had been reserved for October 5, and that the Beuna Vista Shop, Thru-Way Shopping Center, would provide the clothes to be modeled.

At the close of the meeting, a gift was given to Mrs. Bruce Woosley, out-going president, in appreciation for the splendid work she did during her two terms of office.

Hostesses for the evening in addition to Mrs. Kimball were; Mrs. Ray Tesh, Mrs. W. A. Gilliam, Mrs. C. F. Ridenhour, Mrs. W. D. Joyce and Mrs. J. A. Way.

The Apothecary Club "vacations" during the summer months. The next business meeting will be held in September.

Asheville

Mrs. J. M. Tatum was installed as president of the Woman's Auxiliary of WNCDC at its last spring meeting May 15 in the S & W Cafeteria. Other officers are: Mrs. Charles Beaman, vice-president; Mrs. G. B. Rogers, secretary; Mrs. H. R. Laidlaw, treasurer. The installation ritual was con-

(Continued on page 271)

Service is more than a word

Service Is A Way Of Life. We believe in *Service-at-work*. With our four weekly television shows, IBM printed invoices, GEER's Quick Delivery Service, Handy Narcotic Book for easy ordering of Narcotics, GEER's Prescription Files for new pharmaceuticals, and our bi-weekly publication, The Geer's News Bulletin, with Price Changes, New Items, Merchandising, and Special Prepared New Prescription Items Page perforated for easy filing, are only a *few* of the *SERVICES* rendered by The House Of Geer, FOREMOST IN SERVICE.

THE GEER DRUG COMPANY

Charleston, Greenville, Spartanberg, S. C.

TINA-CIDE**BONUS DEALS**

(Effective Until Further Notice)

50c Size—List \$3.60

Packed 7 Bottles
to Display Carton
(1 Bonus, for Display, with
each ½ Dz.)

All Shipped Through
Your Drug Jobber

TINA-CIDE**LANCE STANDS OUT**

IN QUALITY
IN PROFIT
IN CONSUMER
SATISFACTION



Asheville

(Continued from page 260)

ected by Mrs. L. G. Crouch.

Mrs. J. W. Harrison gave a report on the Convention of the NCPA and its Auxiliaries held in Raleigh the preceding week. The group voted to send \$50.00 to the Student Loan Fund of the UNC School of Pharmacy. Mrs. Tom Bennett, the retiring president, was presented a gift of crystal. Mrs. W. B. Van Valkenburgh. Mrs. T. M. Donnelly was a guest at the meeting. Prizes were won by Mrs. S. L. Sultman and Mrs. Charles Beaman. Mrs. R. Phillips presented the outgoing and incoming president with orchid corsages. Mrs. Phillips' hobbies are raising white and purple orchids and French poodles.

Results of the Primary

Representative Carl T. Durham of Chapel Hill renominated to another 2-year term in Congress by democratic voters of the 6th district, which includes Orange, Durham, Vance and Guilford counties.

Mr. Durham ran up a majority of about 1000 votes over his opponent (State Senator Ralph Scott, a brother of U. S. Senator Orrin Scott).

John Henley of Hope Mills led the ticket in Cumberland County. There were four candidates for the county's two seats in The General Assembly.

In a hard fought battle up in the extreme northern end of the state for the State Senate in Swain, Clay, Cherokee and Graham counties, Kelly Bennett emerged victorious.

Bennett has served in the State Senate before (1916) and several times in The House, the latest being during the 1955 session.

Drug Store for Sale

Franklin's Carolina Pharmacy, Cary, North Carolina. Pharmacy originally opened by John Henley and Lacy Gilbert, purchased by K. V. Franklin (now deceased) in 1951. Sells from Mrs. K. V. Franklin, c/o the pharmacy.

Moves to Burlington

Douglas McCormac, until recently with the Roxboro Drug Company of Roxboro, is now associated with the Asher-McAdams Drug Company of Burlington.

*For seventy-one years**- - - since 1885*

SEEMAN

OF DURHAM

Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-seventh volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA

POWERS-TAYLOR DRUG COMPANY

Richmond, Va.



Wholesale Druggists
Importers & Jobbers
Druggists' Sundries & Fancy Goods



We solicit your orders
Our experience of over 70 years
insures our ability to serve you
satisfactorily

Marriages

Miss Thalie A. Pappas and Dr. Adamantios Lemos were married on May 7 in Athens, Greece.

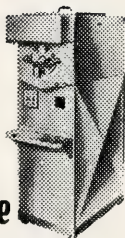
The bride is the daughter of Mr. and Mrs. Andrew S. Pappas of Charlotte and the sister of Steve A. Pappas of Gastonia.

A graduate of the UNC School of Pharmacy, Mrs. Lemos was formerly employed in Charlotte at Mercy Hospital Pharmacy and later by Akers Center Pharmacy in Gastonia, which is owned and operated by her brother.

Dr. Lemos was graduated from the University of Athens School of Pharmacy and received the doctor's degree from the University of Paris, France. He is a pharmaceutical manufacturer.

Dr. and Mrs. Lemos will be at home in Athens after a tour of Paris, the French Riviera and Italy.

BIG MALT AND SHAKE SALES WITH Sani-Shake



Leading the field in profits, while turning out up to 360 malts and shakes per hour! Available in floor or counter models. Write, wire, or call for complete informative literature today! More operators switch to Sani-Shake every year. Find out why!

SOLD BY

Berryhill Fountain Sales Co.
Box 3251 Charlotte, N. C.

Howell Hall Happenings

The annual Awards Night was held at the last monthly program of the Student Branches of the North Carolina Pharmaceutical Association and the American Pharmaceutical Association on May 17. Dean E. A. Brecht announced the following students as recipients of awards and honors in the School of Pharmacy:

The Lehn & Fink Gold Medal in Pharmacy for highest scholarship was presented to Zeb Thomas Keever of Lincolnton. He also received the Student Body Award in the form of a mortar and pestle plaque for being the outstanding graduating student as selected by a student committee.

The Buxton Williams Hunter Medal for scholarship and campus citizenship was presented to Sara Alice Jackson of Lumberton. She also received the Kappa Epsilon Award for being the outstanding woman student as selected by a committee of students and pharmacy staff.

The Merck Awards for noteworthy achievement were received by Lester Jerry Fisher of Statesville and Stephen Carroll Morris of Four Oaks.

The Bristol Award for noteworthy achievement was received by Roger H. Sloop of North Wilkesboro.

The Rho Chi First Year Award for highest scholarship during the freshman year was won by David Ramsey Davis, Jr. of Williamston.

The M. L. Jacobs Memorial Award for highest scholarship in pharmaceutical organic chemistry was won by Renus Edgar Tieh, Jr. of Morganton.

The Pharmacy Senate Award for loyalty and service in the School of Pharmacy was presented to Arthur Port Schlagel, Jr. of Chapel Hill.

The key for Outgoing Student Body President was presented to Van Hill King, III of Wilmington.

Kappa Epsilon won the prize of \$25.00 given by the North Carolina Pharmaceutical Association for presenting the best student program during the year.

The Phi Delta Chi Achievement Award

was won by William R. McDonald, III of Hickory.

The Kappa Psi Fraternity presented awards as follows to its members: Class Scholarship Award to John Michael Lazarus of Sanford, Pledge Achievement Award to Robert I. Cromley, Jr. of Raleigh, Pledge All-Around Award to Billy Thomas Allen of Raleigh, Brother Achievement Award to Lionel P. Perkins, Jr. of South Boston, Va., The Reggie Ferrell Memorial Award to Charles Slater Williams of Durham, and the Past Regent Award to Van Hill King, III of Wilmington.

Pharmacy students continued to win outstanding awards outside of the School of Pharmacy:

Roger H. Sloop, fourth-year student from North Wilkesboro won the Lunsford Richardson Pharmacy Award for the Southeastern United States for the best paper written by an undergraduate or graduate pharmacy student.

Sara Alice Jackson, fourth-year student from Lumberton, received the woman's Algernon Sydney Sullivan Award for outstanding campus citizenship.

Claude Piantadosi, Ph.D. 1956, won the William Chambers Coker Award given by the Elisha Mitchell Scientific Society for the best research paper by a student at the University of North Carolina. He presented a summary of his paper at the meeting of the Society on May 8.

Donald Miller of Raleigh was elected chairman of the University Dance Committee for the coming school year.

William E. Houser of Cherryville received the gold key presented by the Lutheran Student Association for Leadership and service in campus religious activities.

Sara Alice Jackson, Van Hill King, III, and Donald Miller were tapped in the Order of the Old Well, University Honor Society, on April 30.

Pharmacy alumni were elected to places of honor also: L. M. McCombs of Creedmoor was elected president of the Granville Alumni Association and Calvin Oakley was

elected secretary-treasurer of the Alamance County Alumni Association.

W. B. Gurley of Windsor was honored by selection as Tarheel of the Week by the *Raleigh News and Observer* on May 6.

On May 1 nine pharmacy students were authorized as instructors of American Red Cross First Aid classes by Dean Brecht, Instructor Trainer. They were William Robert Adams, Four Oaks; Robert Dean Butler, Monganton; Ernest Leroy Carraway, Williamston; Donald Kenneth Chapman, Winston-Salem; Albert Sidney Clay, Oxford; Ben Carter Courts, Reidsville; Robert William Foster, Greensboro; Steve Burgin Roberts, Marshall; and Maurice Edward Underwood, Wilmington.

William Robert Adams and John Wayne Polk began teaching a Standard First Aid Course for the housewives in the White Cross Community, 8½ miles from Chapel Hill.

On May 8 two representatives from *Look Magazine*, Gereon F. Zimmermann and Doug Jones, visited the School of Pharmacy with Sam Price, Jr. of Mooresville to take pictures as a background for a feature article showing the role of a young pharmacist in his community. The feature is scheduled for publication in early fall.

John Wesley Saunders of Raleigh who will become a freshman in the School of Pharmacy in September was the first recipient of the Pepsodent Presidential Award consisting of a \$100 scholarship for each year that he remains in the School of Pharmacy. The presentation was made by President W. B. Gurley on May 10 at the Annual Convention of the N. C. P. A. in Raleigh.

The Ninth Annual Justice Drug Company Banquet honoring the graduating students of the School of Pharmacy was held at the Hope Valley Country Club on May 16. Further details on this thoughtful hospitality for pharmacy students is given elsewhere in this issue of the CAROLINA JOURNAL OF PHARMACY.

The Rho Chi Initiation Banquet for the Spring Semester was held at the Lenoir Dining Hall on May 17. Six new members were initiated: James Bolton of Rich

Square, Shirley Bumgardner of West Jefferson, Gerald Kelly Harrington of Jonesboro Heights, Sanford, Byron Huckaby of Winston-Salem, Renus Rich of Morganton, Billy Worth Lanier of Buies Creek, and Dominick Coviello, graduate student. New officers were elected as follows: Shirley Bumgardner as President, Renus Rich as Vice-President, Billy Worth Lanier as Secretary-Treasurer and Byron Huckaby as Historian.

Honoring Founder's Day of the sorority, the Lambda Chapter of Kappa Epsilon held a banquet on the evening of May 17 in the Pine Room of the Carolina Inn. Present for the occasion were the eighteen members of the chapter, the adviser, Miss Alice Noble, Mrs. W. J. Smith, all women students in pharmacy and several alumni. Ernestine Baker, the retiring president, presided and Peggy Chandler gave a résumé of the chapter's activities during the year. At the conclusion of the banquet the following officers for 1956-57 were installed: President, Sue Cheek; Vice-President, Geraldine Keenum; Secretary-Treasurer, Loretta Johnson; Historian, Shirley Bumgardner; and Pledge Mistress, Peggy Chandler.

H. C. McAllister, Secretary of the N. C. Board of Pharmacy, met with pharmacy and pre-pharmacy students on May 17 to explain details concerning official listing for practical pharmacy experience credit. The pharmacy intern must be accepted or registered as a student in the School of Pharmacy and must fill out the necessary forms to gain official credit.

Dean Brecht and F. C. Hammerness, Lecturer in Pharmacy Administration showed the tablet manufacture section of the kinescope "Tomorrow's Drugs" at the meeting of the Exchange Club in Raleigh on May 28. Mr. N. T. Taylor of the Perso Street Pharmacy was program chairman for the meeting.

George Cocolas and Dominick Coviello received fellowships for study through the summer from the American Foundation for Pharmaceutical Education.

The following officers of the Pharmacy Student Body were elected for the coming school year: President, Donald Miller, Raleigh; Vice-President, Shirley Bumgardner

Vest Jefferson; Secretary-Treasurer, Janice Pipes, Asheville; and Representative to the Men's Honor Council, Joe E. Smith, Connelly Springs.

At the meeting of the student branches on May 15 the new officers were installed: President, Byron Huckaby, Winston-Salem; Vice-President, Pete Delon Freeman, Asheville; Secretary, Loretta Barefoot, Asheville; Treasurer, Ernest Carraway, Williamsport; Member of the Executive Committee, Charles Glenn Barger, Hickory; and Assistant to the President, James Lewis Inabinet, Winston-Salem.

No pharmacy courses will be taught during the summer, but a number of pharmacy students will take service courses such as chemistry, English, mathematics, botany, and zoology.

The classes of new students for September are completely filled.

Graduating Pharmacy Students Honored

The graduating class of the University of North Carolina School of Pharmacy was honored at the eighth annual Justice Drug Company banquet held at the Hope Valley Country Club on May 16. Included as guests were the wives of the graduating students and the faculty and graduate students in pharmacy as well as officials of the state pharmaceutical organizations.

E. A. Brecht, Dean of the pharmacy school, acted as toastmaster. The host was P. A. Hayes, president of the Justice Drug Company of Greensboro and his staff. Gifts to the graduating students were presented by W. P. Brewer and Stephen T. Forrest, vice-presidents of the firm. Dr. Trela Collins of Durham gave the address of the evening.

Remodeling or Building a New Drug Store?

Take advantage of our planning and Designing
Service

*Designers and Manufacturers
Drug Store Fixtures*

RAMSEY

Manufacturing Corporation
CHARLOTTE, NORTH CAROLINA

LIGHT STUFF

Respect for Customers

Dorsey Welch relates this one about a porter, now deceased, who was the happy-go-lucky type with which we are all familiar.

A 15-minute trip would take 2 hours and frequently on return to the store, the proprietor would get something like this: "Mr. Welch, charge that \$1 to me . . . I stopped off at the poolroom and didn't do so well."

Rarely did the porter have any wage left at the end of the week, due to advance payments made by the proprietor.

One Saturday, the porter said to the pharmacist, "Mr. Welch, I wants to see you in your office."

Busy at the time, Dorsey informed the porter they could transact the business without a visit to the office. The porter insisted on a private conversation; Dorsey was equally insistent that whatever the porter wanted to discuss could be done as well on the selling floor of the pharmacy as in his office.

Finally, the porter said, "Mr. Welch, I wants to borrow \$5.00 but what you're going to tell me, your customers shouldn't hear."

Hi Calorie Reducing Diet

Monday: Cup of weak tea for B, one bouillon cube in cup of water for L, 1 pigeon thigh for D.

Tuesday: Scraped crumbs from burnt toast for B, 1 doughnut hole without sugar for L, 2 jellyfish skins for D.

Wednesday: Boiled out stains from small tablecloth for B, half dozen poppy seeds for L, 2 bees knees and 2 mosquito knuckles for D.

Thursday: Shredded egg shell skins (1) for B, Bellybutton from a naval orange for L, 2 eyes from an Irish potato (diced) for D.

Friday: 2 lobster antennae for B, 1 guppy fin for L, broiled jellyfish vertebrae for D.

Saturday: 4 chipped banana seeds for B, one small broiled butterfly liver for L, filet of soft shell crab claw for D.

Sunday: Pickled hummingbird tongue for B, prime ribs of tadpole and the aroma of an empty pie plate for L, tossed paprika and clover leaf salad (mineral oil dressing) for D.

After three weeks, call the undertaker.

B & B

A friend of ours was in New York recently with his wife and they were having dinner with two others in one of the city's swank night clubs.

When the waiter brought the check, it totaled \$57. One of the items listed was "B & B, \$2.50."

No one recalled having had a "B & B" so they inquired about the charge.

The waiter withered our friend with one of those disdainful looks that are reserved for visitors from the provinces.

"Sir," he said, coldly, "the \$2.50 charge is for bread and butter."

* * * *

A Quaker, with a balky mule, in a gentle voice, "Mule, thou knowest that because of my religion I cannot beat thee or curse thee or abuse thee in any way, but did thou knowest that I can sell thee to a Methodist?"

From Bill Gurley's Report

The report which I am about to make runs approximately twenty minutes. If there are any good sleepers in the audience I will try not to disturb them too much.

The best sleeper I ever met was a fellow who told me that he sleeps good nights, and he sleeps pretty good mornings, but after noons he just seems to twist and turn.

Now, I do not know what your sleeping habits may be, but if you feel like twisting and turning, you do have a legitimate reason for doing so.

A NEW AND IMPROVED

Gifts Galore PROGRAM

WILL BE READY FOR YOU SOON

- Gifts Galore Is the Most Established, Longest Lasting Promotion Sponsored by a Wholesale Group.
- Initiated in 1952 This Program Has Gathered Strength Through the Years.
- You Will Like the New Gift Book That You Give to the Consumer.
- You Will Like the Traffic Builder That You Will Receive—There Will Be No Large Center Piece.

**Full Particulars Will Be Ready Soon—
Watch for Them.**

OWENS, MINOR & BODEKER, INC.

Richmond, Virginia

Why it Pays to Buy from your Wholesaler

THIS SAMPLE SHOWS HOW TURNOVER AFFECTS PROFIT!

A DRUGGIST BUYS

AN ITEM THAT HE USES AT THE RATE OF ONE UNIT PER MONTH

DIRECT \$6.00 Per Unit, Less 15% = \$5.10

WHOLESALE Straight \$6.00 Per Unit

12 Units \times \$5.10 Each = \$61.20 \leftarrow Money Tied Up \rightarrow 2 Units \times \$6.00 Each = \$12.00

\$384.00 \leftarrow Sells For \rightarrow \$384.00

\rightarrow 61.20 \leftarrow Druggist's Total Cost \rightarrow 72.00

322.80

312.00

$\times .06$ \leftarrow At 6% Net Profit \rightarrow $\times .06$

\$19.36

\leftarrow NET PROFIT \rightarrow \$ 18.72

Net Profit \div Money Tied Up = $\frac{\text{Return Per}}{\text{Dollar Invested}}$

\$19.36 \div \$61.20 = **31c**

Net Profit \div Money Tied Up = $\frac{\text{Return Per}}{\text{Dollar Invested}}$

\$18.72 \div \$12.00 = **\$1.56**

PROFITS ARE MADE ON SALES . . . NOT PURCHASES!

IT'S THE DOLLAR TURNOVER THAT COUNTS



The W. H. King Drug Company

"The House of Friendly and Dependable Service"

Raleigh, North Carolina

The Carolina **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical
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(XVII) Number 7

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- State to Survey Needs
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the most potent formula of its kind

The unique dual packaging of 'Vi-Mix Drops' protects potency of moisture-labile vitamins and allows for an exceptionally high vitamin B₁₂ and C content.

Here is a liquid vitamin that you dispense fresh. Until it is mixed, no refrigeration is required.

Recommend 'Vi-Mix Drops' for all your tiny customers. Order adequate stock from your Lilly wholesale distributor.



VI-MIX DROPS best for babies

(Multiple Vitamin Drops, Lilly)

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starting
from scratch
in
poison ivy...

ZIRADRYL® lotion, cream

Benadryl® Hydrochloride with Zirconium

ZIRADRYL Lotion and ZIRADRYL Cream are useful in the prevention and treatment of poison ivy or poison oak dermatitis. ZIRADRYL brings rapid relief by controlling the allergic process with Benadryl and by inactivating the plant toxin with zirconium.

Customers will appreciate your ZIRADRYL suggestion. Make sure you have an adequate supply of this seasonal sales-maker.

ZIRADRYL Lotion is supplied in 6-ounce bottles.

ZIRADRYL Cream is available in 1-ounce tubes.

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The House of Friendly Service



2923 South Tryon Street
Charlotte, N. C.

Scott Drug Company

Service Wholesalers Since 1891

A Brand New Glorious Box For the Favorite Candy of the South

NOW

Personalized



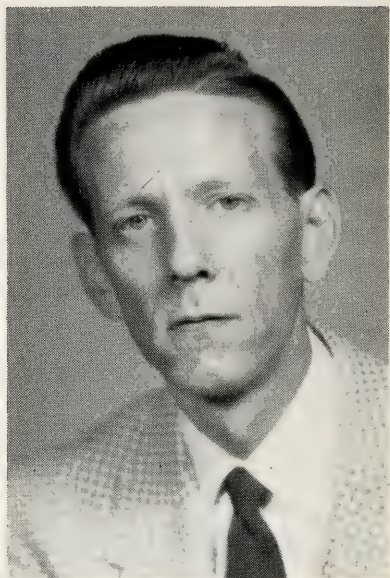
\$2.00 lb.

- Nunnally's creates a new appeal for fine gift candy!
- A box designed to capture the tradition of The South with space for the personal message of the sender.
- Record-breaking advertising and sales promotional campaigns!
- Spectacular Outdoor Posters (as illustrated) for seasonal emphasis!
- Television in special saturation schedules for extra selling strength!
- Plus . . . Window banners, point-of-sale displays and visual sales helps!



Nunnally's
THE CANDY OF THE SOUTH

North Carolina Representative:
R. L. Blanton
P. O. Box 84
Charlotte, N. C.



S. T. SARVIS

We salute S. T. (Tommy) Sarvis who has completed his first year as sales representative for Justice Drug Company serving the retail druggists in the Chapel Hill, Durham, Haw River, Hillsboro, Madison, Mebane, Stokesdale, Stoneville, Summerfield, Walnut Cove, and Danville, Virginia areas.

TRY YOUR DRUG WHOLESALER FIRST



JUSTICE DRUG COMPANY

Greensboro, N. C.

DEPENDABLE SERVICE SINCE 1898

The Carolina JOURNAL OF PHARMACY

July, 1956

VOL. XXXVII No. 7

★

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New Pharmacy Building at UNC State Employs Firm to Survey Needs

With the employment of Michael Saphier Associates, Industrial Design Engineers of New York, the state took its first step towards eventual realization of a larger pharmacy building at the University of North Carolina.

Purpose of the engineering firm is to determine what space will be required in the new building and to allocate this space for maximum utilization to teaching, research, etc.

As a start towards determining what will be needed in the way of pharmacy training facilities at Chapel Hill, representatives of Michael Saphier Associates have been in conference with Dean Brecht and the faculty of the School of Pharmacy for the past several weeks. School records extending back to 1935 are being analyzed to determine where we have been and where we are going.

H. C. McAllister, Secretary of the State Board of Pharmacy, has, on request supplied a great deal of licensing information and other helpful facts to the planning firm which will be used as a basis for projecting our needs in the years to come. Such instances prove the need for the complete record-keeping system now maintained by our Board of Pharmacy.

Findings of Michael Saphier Associates, when completed, will be turned over to an architect, who takes the suggestions and turns out the final plans.

It is said this procedure will save a full year on the usual time from start of a building project to occupancy and that the amount of money required can be more accurately determined (which will please the State's Committee on Appropriations).

No money has been appropriated for a new pharmacy building—this will have to await action of the 1957 General Assembly—but supporters of the project are much encouraged by recent events, feeling the state would not go to the expense of employing an engineering firm to determine our requirements unless it meant to follow thru.

Since your state senator and representative will have to vote on the necessary appropriation next year, it will be helpful if you remind them of our needs. Total cost of the new building, including equipment and landscaping of grounds, plus remodeling of the present pharmacy building for the School of Journalism, is expected to be in the neighborhood of two million dollars.

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Dear W. J.:

The two letters in the June issue of **THE CAROLINA JOURNAL OF PHARMACY** entitled "What Price Rx's?" point up one of the most serious problems confronting pharmacy today. The problem has been with us a number of years. Not only do some pharmacists refuse to NARD a copy, but some of them refuse to quote their price on a copy obtained via telephone.

The disturbing element of the situation is that it is a symptom of more serious problems facing us today. I suggest some of the following maladies from which we pharmacists are suffering—causing us to commit unethical and unprofessional acts—lack of pride in profession, unprofessional attitude, greed, and insecurity. Of course it is dangerous to engage in self-accusations of a body without somebody getting the idea that you are aiming your comments at them in particular. Most of us justly deserve some of these accusations. However, I am proud to say that most of the pharmacists with whom I am acquainted are high-type people. But even these will sometimes stoop to unethical practices because of some injury suffered from the unprincipled members of our profession.

There is one satisfactory way to handle this problem and other problems that come before us. That is by having a man sponsored by the NCPA work on the local scene with the pharmacists. I believe the NCPA had such a plan several years ago, and I am disappointed that it was never worked out. If this plan is not feasible, we must then turn to the Pharmacy School and lay plans for the future. A course should be taught in the Pharmacy School firmly implanting a definite code of conduct in the minds of

the neophyte pharmacists of the state. However, I hope that the NCPA will not give up on their plan to hire a full time man who can devote his time to such problems as these.

As is pointed out vividly in the case of the prescription copy in the two letters the first step toward a more ethical practice of pharmacy is uniform pricing of prescriptions. This can be worked out only on the local level at first. Then this could be enlarged to a statewide system. There have been many suggestions as how to arrive at a uniform pricing of prescriptions, but I have found that suggestions often fall flat if not followed up with some hard work.

The friction between Pharmacist A and B would never have happened if Pharmacist A had shown enough professional courtesy and confidence in his fellow pharmacist to NARD the copy. If Pharmacist A had not been stung before he would not have minded at all to put the NARD on the Rx.

Pricing differences are certain to occur with our present haphazard setup on pricing. It is easy to reconcile a difference of 25 cents to 50 cents, but these large differences should not occur. And many pharmacists are engaging in another unhealthy practice to off-set the above mentioned practice. They are filling any copy they receive at their store at ridiculously low prices to be sure that they are not caught out on limb. This in turn reflects on the price of the original filler.

Pharmacist A may be justified in getting his price so low. But no pharmacist should refuse to tell another pharmacist how much he charged for a prescription when he gives a copy. If any pharmacist under-

(Continued on page 313)

CECIL THE MAGICIAN

Druggist—Traveler—Ventriloquist

Magician—Hypnotist—Prestidigitator

Entertainment for schools, churches, clubs, banquets and lodges. Write, wire or phone for open date.

A. Coke Cecil

Hight Point, North Carolina

Sweet Profits

—How to Sell Quality Box Candy

By W. D. WELCH, JR., Washington

It is a pleasure to discuss with you the sale of quality boxed candy in the drug store.

If I should refer too much to Hollingsworth Candy, it is not because I have been sent here by Hollingsworth or that I am trying to promote Hollingsworth, but because I have sold Hollingsworth Candy for the past 18 years and am well acquainted with the line.

Be Satisfied with Your Line

There are several good brands of candy today—Hollingsworth, Nunnally's, Norris and others. Regardless of the line carried, be satisfied with it. You cannot sell candy to your customers unless you are thoroughly sold on the candy yourself.

Know Your Brand

Know the contents of each box of candy in stock. Try to know the contents of competitive brands as well—this enables you to meet the customer preference and prevent loss sales.

Be so familiar with the contents it is not necessary for you to read the box label, especially where the customer can cure your unfamiliarity with the package.

Never apologize for candy brands not stocked. This makes your candy inferior to your competitor's brand. Exhibit such confidence and pride in your candy the customer will know you stock and sell a high-quality product.

Remember—the brand requested by your customer is the brand he thinks is best. For example: Back during the war years when candy was very scarce, Hollingsworth was very good to me but no one got enough candy. I was fortunate enough to get a shipment of Lowneys Candies every month. Although no sales talk was necessary in those days, I sold that candy with the same pride and confidence I put into my candy sales today. Now, although I discontinued the line ten years ago, I have bills for Lowneys Candy.

Most all recognized brands of quality

candy can be sold if you approach your customer in the right way with an intelligent sales message. Very shortly some of you younger pharmacists will be establishing your own stores. You may not be able to get the line of your first choice, but if you do satisfy yourself the line stocked measures up to the best, you will sell candy.

Keep Your Candy Fresh

This is most important. A stale box of candy, which you replace, creates a feeling of uncertainty in the mind of your customer. Don't over-buy for discount purposes. Selling Christmas candy on Mother's Day is definitely no way to build your candy sales.

Fifteen years ago a great deal of candy was sold on Christmas Eve. Now the situation is different, with shipments and sales being more evenly spaced out over the month. In our case, one shipment arrives on Christmas Eve, which we advertise "Made Yesterday."

Well-Displayed

Build your display so the front of the packages will catch the customer's eye. Every package is purposely designed so as to present an attractive appearance.

(Continued on page 285)



Dorsey Welch with his "rent payers"

**82 MILLION
PACKAGES
A YEAR...**



HEADACHE
NOTHING BETTER—NOTHING FASTER

**Manufactured exclusively
in North Carolina
Since 1910**

B. C. Remedy Co. DURHAM, NORTH CAROLINA

SWEET PROFITS

Change your displays twice a week. This not only gives the customer an impression the candy is selling fast, but the dusting and package cleaning that goes with the display change is important. To the customer a dusty box of candy means a stale box of candy.

If your candy stock is small, you can create an impression of that "massive look" by careful arrangement of the packages on hand. A little practice here will work wonders.

I do not advocate using window displays for candy. People want fresh candy. When your customer passes by and sees a box of candy in your window with the sun shining on it, he will wonder about the freshness of your candy. As for myself, this is no problem—my remodeled store has no display windows.

If you are going to use window displays, then use dummy boxes supplied by the various manufacturers with a sign somewhat along this line: "These boxes are dummies for display purpose only. A fresh stock of candy available inside." Eventually the candy companies will probably supply such signs.

Sales Promotion

There are a number of sales promotion plans that have been used successfully to sell candy, but one I suggest you not follow is the practice of sending out some girl to canvass the streets. This has been done and a lot of candy sold, but I have four objections:

1. It lowers the prestige of your store and the candy.
2. You keep the customer away from your store thereby losing an opportunity for an additional sale.
3. You will deliver a lot of candy your customer has forgotten he bought. As a result, the candy will be refused on delivery.
4. The possibility of having to charge the candy is greater than when such sales are made in the store. To the girl, the commission is the important thing. It is up to the boss to collect.

A great deal of our advance candy selling (a few days before special occasions such as Valentine, Easter, Mother's Day) is done by telephone, which we find to be

quite effective. We prepare a list of "prospects" from our active accounts, call their attention to the special occasion, and sell many of them with little effort. And remember—we know we are selling our good-paying customers.

Sales promotion in the store is good, but impress on your sales force not to let the customers know they are after prizes or PM's. We generally use PM's in preference to prizes, because in the case of a prize, one employee may get so far ahead of the other employees, the also-rans will give up.

Lines to Carry

Some retail stores operators think they should carry several lines, or all the lines offered to them. I suggest you carry only one line of candy.

With one line you do not have to carry duplicate stocks. With a smaller but complete stock, the problem of "freshness" is more easily controlled.

By confining your purchases to one line, you more easily qualify for quantity discounts and rebates. And you will find the manufacturer very cooperative when he knows his line of candy is receiving your undivided attention.

Twenty years ago I featured two lines of candy. Eighteen years ago one of the manufacturers took his line away from my store. I thought it bad at the time but soon I realized the manufacturer had done me a favor. For the past eighteen years I have concentrated on one line of candy, except for a few years during the war. Today I have a good candy business.

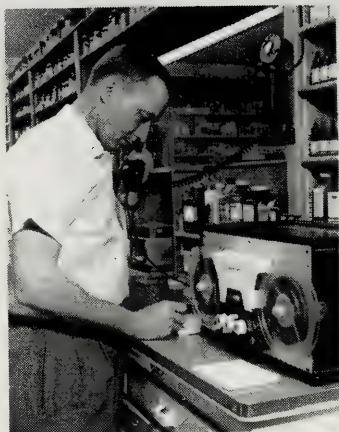
Take-Home Packages

Today there is a great field for "take-home" packages of candy. The less expensive, small packages for one-night family consumption.

TV has been a great thing for keeping families at home. You can pick up many additional sales in this field by merely calling your customer's attention to "TV Mixtures" and similar assortments.

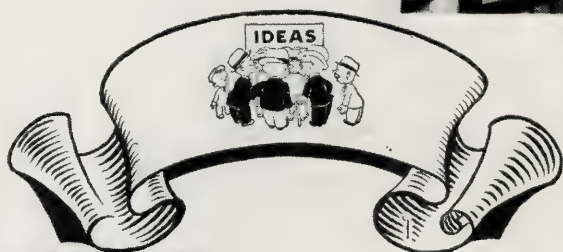
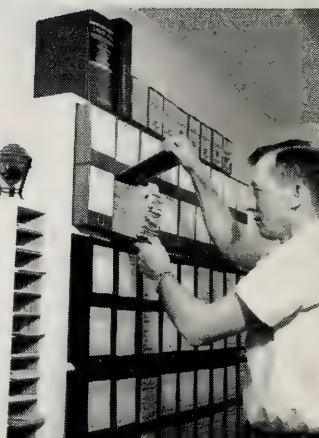
Pays Rent

Your candy sales should pay your rent. If your rent is not being taken care of by profits from your candy sales, your competitor has your candy business.



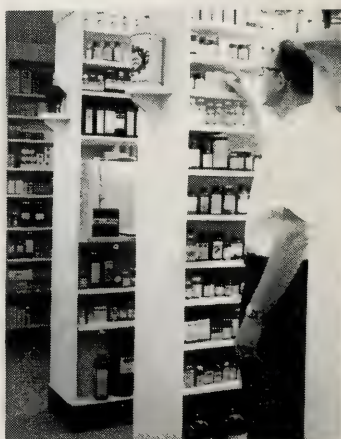
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4

3



Link Bros. Pharmacy's New Look

The pictures appearing on the opposite page were used by Link Brothers Pharmacy of Reidsville to promote the store's professional prescription service.

After the pictures appeared in the local paper (with appropriate text), enterprising Phil Link sent copies to the physicians of the area.

Since the pharmacy was recently re-modeled, emphasis of the advertising is on "our new look."

Further use of the pictures was made in constructing a window display. Here is what Phil has to say about this:

"Our animated window display was accomplished by personalizing a mechanical display we bought which promoted 'Your Prescription—Today's Biggest Health Bargain.'"

"We simply superimposed show cards over the original wording, put our original photographs over the prescription cards that were presented one at a time mechanically and presto—we had a personalized window display that has been attracting a lot of favorable attention."

Picture 1. Pharmacist A. B. Gilliam, Jr. records telephoned prescription while a simultaneous record for double-check purposes is made on tape recorder (Magne-corder). Cost of the recorder is about 10 cents a day, and Phil says the machine is a better nerve relaxant than any drug to be found in a bottle.

Picture 2. Mr. Gilliam prepares to refill a prescription. Notice the latest edition of Remington and the Dispensatory.

Picture 3. Phil Link selects a drug from the store's walk-in, hospital-clean shelves.

Picture 4. Sharp & Dohme's MSR Charlie Davis of Winston-Salem points out advantages of a new drug to Phil.

Text of the tape recording ad used by the pharmacy with illustration No. 1: "When your physician phones our pharmacy a tape recording is made of your prescription by one of our registered pharmacists. This double check insures absolute accuracy, and enables us to render more complete professional prescription service. Ask your physician to phone us your prescriptions."

Attend Hospital Meeting in Texas

I. T. Reamer of Durham and Gilbert Colina of Charlotte were in Austin, Texas in mid-June for a meeting of the Institute on Hospital Pharmacy, sponsored by the American Hospital Association and the American Society of Hospital Pharmacists.

Mr. Reamer appeared on the program a number of times, giving a one hour lecture on formulary policies, acting as a panel moderator and appearing in a skit on hospital pharmacy.

While in that section, Mr. Reamer visited the Texas Medical Center in Houston and the fabulous Shamrock Hotel. He was much impressed with the pharmacy school of which Dean Henry Burlage, formerly of Chapel Hill, is the head.

To Represent Geigy

New MSR in the eastern half of North Carolina is Rankin Caruthers, former operator of a pharmacy in Haw River, but more recently an employee of Walgreen's of Greensboro. Rankin will have his headquarters in Raleigh.

MAKE

mccourt

YOUR Buy-Word

FOR LABELS*

***ALSO DRUG BOXES**

AND PHYSICIANS

PRESCRIPTION BLANKS



MCCOURT LABEL CABINET CO.

42-54 BENNETT STREET THE RIGHT LABEL RIGHT AT HAND BRADFORD, PENNA.

Ralph M. Crosson, Representative

P.O. Box 475, Columbia, S.C.

ACA Meets in Charlotte

The Fellows of The American College of Apothecaries in the Carolinas had a steak dinner at the Charcoal Steak House in Charlotte, N. C. on Sunday June 10th. In attendance were: Gilbert Colina, Edw. B. Eadie, John I. Grandy, R. W. Hardy, T. D. Leonard, Peter T. Milliones, and Jas. W. Mitchener from North Carolina; also, Wilkins Harden, J. Hampton Hoch, Horace M. Kaiser, R. W. Morrison and J. T. Simpson, Jr., from South Carolina.

They plan periodic meetings in the future, at which time they will have speakers on various features pertaining to Professional Pharmacy and will invite non-members to attend. R. W. Hardy was chosen chairman for arrangement of meetings. The next meeting will be in September.

Paper Lauds Senter

The Weekly congratulates Lloyd Senter of Carrboro, who will become district governor of Lions International on July 1.

A native of Raleigh, Mr. Senter has been residing in Carrboro almost all of his life.

He helped his father in Senter Drug Store, attended and was graduated from Chapel Hill High School and the University here. A registered pharmacist, he is now associated with his father in the store.

Mr. Senter long has been generous of his time and labors for his community, his club, and his family. His accomplishments, activities, offices, and services are numerous and outstanding. 'Tis no wonder North Carolina Lions recognized him and entrusted the leadership of their organization to him.—*The Chapel Hill Weekly*

Birkitt Closes Stowe Store; Retires

A 40-year-old Charlotte drug store, The James P. Stowe Drug Company, was closed on July 1 by S. P. Birkitt, who started with the firm in 1916 at a weekly salary of \$7 and advanced to the presidency of the corporation controlling the pharmacy.

At one time the Stowe chain consisted of six stores—the present store which ceased operation the first of the month and five others sold over a period of years: Sterling, Stonewall, Carolina, Reece-Stowe and Lynch Drug.



LANCE STANDS OUT

IN QUALITY
IN PROFIT
IN CONSUMER
SATISFACTION



J. Vernon Key New Sales Manager of Grant E. Key, Inc.

Mr. J. Vernon Key, Treasurer of Grant E. Key, Inc. of Lynchburg, Virginia, who has been residing in Raleigh, North Carolina for the past two years, will move back to Lynchburg shortly to also become Sales Manager for that Company.

Mr. David Penley, a resident of Raleigh, North Carolina, will take over the Eastern Carolina territory, and an additional sales representative will be employed to take over the Eastern Virginia territory, all of which Vernon has been covering for the past five years.

Recent Key Installations in the State

Eckerd Drugs, Inc. of Charlotte, North Carolina recently installed a complete new store in the Forest Hills Shopping Center, Durham. In this beautiful new store there is a twenty-one foot Bastian-Blessing food-fountain layout, including a modern Dish-O-Lator, a Formica Counter and ten stools, all furnished by Grant E. Key, Inc. of Lynchburg, Virginia.

The Boone Drug Company of Boone, North Carolina just installed a thirty foot Bastian-Blessing food-fountain, including a six foot Dish-O-Lator. They also installed new "Key Line" store fixtures and modern hardwood booths with seating capacity of forty-two, all manufactured by Grant E. Key, Inc. of Lynchburg, Virginia.

Captured After Crash

Shortly after breaking into the Cleveland Drug Store of Cleveland and removing a quantity of merchandise, three former patients of the Louisville hospital for narcotic addicts crashed their get-away automobile into a Cabarrus County rural store. Miss Ruth Brown, operator of the store, discovered the break-in, reported to a nearby patrolman, who in turn was instrumental in capturing the three men.

Burgiss Named CC Head

Roy Burgiss has been elected president of the Sparta Chamber of Commerce for the coming year. A past president of the NCPA and a former member of The General Assembly, Roy is currently serving as mayor of Sparta.



**You
should
serve**

Pine State

MILK



**Since 1919
It's Still
North
Carolina's
Choice**

More people like it at home,
and they'll like its fresher,
more dependable flavor at
your fountain, too.



phone **RALEIGH 2-3911**
for full details

Pine State
MILK-ICE CREAM

RALEIGH, NORTH CAROLINA

How the Medical Service Representative Can Help the Pharmacist

1. He can show you ways to increase your Rx business. Because his territory usually has at least a couple of hundred pharmacies, and because he usually has worked in other territories, he has picked up many good Rx promotional ideas which he can pass along to you. And, of course, his own company usually provides him with mailers and other means of increasing your Rx business.

2. He can mention the name of your store when he is asked by the physician which stores have the new medication he has just persuaded the doctor to prescribe. He handles this tactfully, just as you do when you are asked by a patient to recommend a physician, and he will very likely mention several stores in the city. Obviously, he will not suggest the store which has refused to stock the product, although, to protect himself he may add, "and Doctor, any of the stores can get it from the local wholesaler, if they haven't yet put it in stock."

3. He can help you keep adequate supplies of his company's products by running an inventory every time he calls, and by suggesting to you the items you seem to be low on. He will not take advantage of the situation by overloading you because he'd soon be unwelcome in your pharmacy.

4. He can help your problem of overstock on outdated items by suggesting the return of his products which need to be returned. There are no pharmaceutical manufacturers that we are aware of whose products cannot be returned for credit within a reasonable period of time, and the traveller can really be helpful here. It pays off for him, too, because it raises his standing in your eyes.

5. He can keep you posted on trends in Rx writing and help you anticipate increased demands for certain types of products.

6. He is likely to become aware of a doctor's plans to move into or out of your neighborhood before you are. I have fre-

quently heard travellers give names, office hours, and other very helpful data on new doctors to pharmacists. This can help you build good will with the new physicians.

7. He can see to it that you always hear about the products he is detailing before the doctor does, so you are not embarrassed by a call from a physician about a product you never heard of.

8. He will cheerfully help out in emergencies—even at night and on Sundays—by locating his product when you find yourself suddenly out of stock. Like you, he is a pharmacist 24 hours a day.

9. He will work with you and your clerks to develop and set up Rx displays. He will enable you to discuss his products intelligently with physicians—and in the case of over-the-counter products—with the customer.

10. He will cooperate with you in the event you want his help in urging other pharmacists to attend that county or state pharmaceutical meeting, or that alumni dinner.

11. He may be helpful in locating that clerk you need so badly. In fact, once in a while we hear of a traveller who has left the road and taken the job himself!

Acknowledgment

This article and the one on the opposite page was adapted from an address by Arthur C. Emelin, general manager of the J. B. Roerig Company, before the American Pharmaceutical Association.

Occupies New Home

Grand opening of the new home of the Selma Drug Company, Selma, was held on May 18. To celebrate the occasion, among other things, free orchids were given away to the first 100 women to visit the store on opening day.

The only stipulation by the management was that the women had to be between the ages of 15 and 109 years.

How the Pharmacist Can Help the Medical Service Representative

1. The cooperative pharmacist stocks new products as soon as they are detailed and arranges to display them along with literature on the product for about thirty days. The display should be where the physician who enters the Rx room is most likely to see it.

2. He invites the traveller to keep the stocks of the company he represents up-to-date and in adequate supply. He urges the traveller to take frequent inventory and may even give permission to the traveller to write his own orders.

3. The cooperative pharmacist sees to it that all of his clerks receive an opportunity to learn from the traveller about new products, ideas, and promotions. He indicates by his own attitude that he regards the salesman as helpful to his business and worthy of cooperation.

4. In the case of products which do not carry the Rx legend, the cooperative pharmacist will regularly cooperate in the matter of providing counter space and window displays, and will get behind promotions where they are profitable.

5. The cooperative pharmacist is as considerate of the representative's time as the representative is of his. If he can't talk to the traveller he will let him know promptly and not keep him waiting around at a time when the representative could be out creating more business for both of them.

6. The cooperative pharmacist mails literature and other information on new products to his physician patrons and friends.

7. The cooperative pharmacist, realizing that the traveller can help him most by calling on physicians most likely to prescribe, helps the traveller by providing lists of doctors who are important. This kind of information is most helpful when it includes office hours, days off, and other pertinent information which can help the traveller increase prescription writing.

8. The cooperative pharmacist will make appointments for the traveller with "hard-

to-see" doctor friends, and will, whenever possible, introduce such doctors to the traveller when they happen to be in his store.

9. The cooperative pharmacist will tell the cooperative traveller when a doctor might be grateful for the receipt of stock packages of a product for the physician's personal use on his family. This builds good will all around.

10. The cooperative pharmacist will occasionally himself detail physician friends on products which his cooperative traveller is working—and at the same time will help build respect for both branches of pharmacy by speaking well of the traveller to the physician.

11. The friendly pharmacist will be helpful to the cooperative traveller by alerting him to the physician's likes and dislikes, so that the representative will not get off on the wrong foot by stumbling onto the doctor's pet peeve, or mispronouncing his name.

12. The helpful pharmacist may suggest methods of detailing a product that will really strengthen the traveller's story.

13. The cooperative pharmacist, realizing that all of us are human, will occasionally tell a traveller when his detailing is really producing prescriptions—and may warn him when his product begins to slip.

14. The alert pharmacist will cooperate with the traveller on securing business from local governmental agencies where the help of a "native" can be mutually profitable.

15. When physicians seek advice because of the failure of therapy, the cooperative pharmacist will either suggest the friendly traveller's product or suggest that he will have the representative call on the physician.

16. When problems arise which could become troublesome, the cooperative pharmacist will help the traveller in straightening them out before they reach the point where they hurt pharmacy and its reputation with the physician.



Convention Camera

Top: NCPA General Convention Chairman Bob Cromley and his lovely daughter.

Center: All set for one of the convention entertainment programs—Mr. and Mrs. C. D. Blanton of Kings Mountain and Mr. and Mrs. Fred Moss of Gastonia.

Bottom: Squibb's Regional Manager Rease Inge chats with a long-time Squibb representative, J. W. Harrell of Raleigh. Moss Salley, Jr. of Asheville in the background.

Photographs, courtesy

B & H Photo Service, Charlotte

Christmas in July

Christmas in July. What a pleasant thought! And it is very real for Les Myers, manager of Patterson Drug Company, Winston-Salem, who, as chairman of the Camel City's committee planning for 1956 Christmas Parade, held three sessions when the thermometer was in the high nineties.

OMB Officers Elected

New officers of Owens, Minor & Bodeker,

Richmond wholesale druggist, elected at a recent meeting of the Board of Directors are:

G. Gilmer Minor, Jr., president; Gamble M. Bowers II, vice president in charge of sales; Philip M. Minor, vice president of operations; and P. G. Carter, secretary & treasurer.

Returns

Joseph Bland, newly returned to civilian life after serving Uncle Sam in Puerto Rico for nearly two years, has accepted a position with Mann's Drug Store No. 3 of High Point.

Elected to Health Board

Leonidas Jackson of Erwin, a brother of J. C. Jackson of Lumberton, has been elected a member of the Harnett County Board of Health for a 3-year term.

Mr. Jackson has been associated with the E. R. Thomas Drug Store of Erwin for nearly thirty years.

CAPUDINE

is the Liquid Headache and Neuralgia Relief that has always been promoted for sale only through *Druggists*.

For over 50 Years Capudine advertisements have directed the consumers to "Get Capudine from your *Druggist*."

**"A Good Product
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CAPUDINE CHEMICAL COMPANY

Raleigh, North Carolina



Graduating Class, School of Pharmacy, University of North Carolina, Chapel Hill, June 4, 1956

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School of Pharmacy, U.N.C. Graduating Class of 1956

Reading from left to right, First row: Harold Lee Ball, Mars Hill; Ernestine Baker, High Point; Sara Alice Jackson, Lumberton; Nancy May Woodard, Hamlet; Sara Fountain Lore, Sanford; Ellyn Marie Gardner, Gibson; Joanne Schell McDonald, Wilmington; and William Russell McDonald, III, Hickory.

Second row: Lionel P. Perkins, South Boston, Va.; William Atlas Dawkins, Mount Olive; Reinhold Ernest Mueller, High Point; Lester Jerry Fisher, Statesville; Arthur Port Schlagel, Jr., Chapel Hill; John Marshall Barringer, Carthage; Fred Lee Sherrill, Conover; and Robert Astor Coleman, Burlington.

Third row: Joseph H. Wilson, Rural Hall; James Franklin Lowder, Albemarle; John Wayne Polk, Marshville; Stuart Wingo Rollins, Winston-Salem; Ronald Edward Barber, Clinton; Henry Neill Graham, Albemarle; James Simpson Greene,

Glen Alpine; and Douglas W. Isaac, Marion.

Fourth row: Stephen Carroll Morris, Four Oaks; Zeb Thomas Keever, Lincolnton; Julian E. Upchurch, Spring Hope; Dallas Lee Ammons, Salisbury; John Warren Andrews, Winston-Salem; Melvin Clyde Kendrick, Spray; and Marcus Cameron, Sanford.

Fifth row: Carl Porter Meroney, Murphy; Walter Newton Coley, Stem; Roger H. Sloop, North Wilkesboro; William Robert Adams, Four Oaks; and Van Hill King, III, Wilmington.

Sixth row: Robert Walter Meschke (Ph.D.), Norton Heights, Connecticut; Claude Piantadosi (Ph.D.), Union City, New Jersey; F. C. Hammerness (Ph.D.), Chapel Hill; and Benjamin F. Cooper (Ph.D.), Chapel Hill.

Not present when picture was taken: Joseph P. Barbour, Burlington; Lewis Benton Doyle, Roanoke Rapids; Floyd Herbert Evans, Greensboro; and Jerry Delano Rhoades (graduated in January 1956), Robbins.



Reabela Tablets

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

Reaco A & D Capsules \$10.00 Doz. 100s

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Pyridoxine HCl (B6) 10 mg. Tablets

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Pyridoxine HCl (B6) 25 mg. Tablets

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Pyridoxine HCl (B6) 50 mg. Tablets

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Reavita Capsules \$34.80 Doz. 100s

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Neo-Reavita \$36.00 Doz. 100s

Reacaps \$25.80 Doz. 100s

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Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-seventh volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA

Woman's Auxiliary Committees Meet

The Committee to audit the books of the treasurer of the Auxiliary, and the Minutes Committee to study the report of the 1956 business session as compiled by the secretary, met at the Institute of Pharmacy on June 12.

After consideration of the items of business, the group was joined by the Executive Board for lunch at the Monogram Club.

Later the Executive Board met at the Institute to consider the appointment of a treasurer to replace Mrs. W. H. Burbage, who resigned due to the illness of her husband. Upon unanimous vote, Mrs. B. R. Harward was asked to again serve during the current year.

Those present for the meetings were Mrs. P. W. Kendall, Charlotte, president; Mrs. W. P. Brewer, Greensboro, immediate past-president; Mrs. G. E. Cory and Mrs. S. T. Forrest, Greensboro; Mrs. Tom Holland, Mr. Holly, Mrs. E. R. Fuller, Salisbury; Mrs. J. M. Darlington, Winston-Salem; Mrs. B. R. Harward, Broadway; Mrs. D. F. McGowan and Mrs. W. J. Smith, Chapel Hill.

Joins Beddingfield

W. A. Burwell, until recently pharmacist with the Talton Drug Store of Angier, will assist C. H. Beddingfield, Jr. in the operation of Beddingfield's Drug Store, Clayton.

Consolidated

In mid-June Smith's Drug Store of Gastonia celebrated the completion of a remodeling job, which stemmed from the consolidation of two stores, with a 2-day opening sale. Various prizes, including \$200 in cash and a \$100 ring, were given away.

Smith's Drug Store, 155 West Main, has been closed, with most of the personnel moving to the original store located at 121 West Main Avenue.

Gary Littlefield is manager; Roy Craft the assistant manager. Pharmacists employed are George Templeton, Robert M. Ross and L. B. Staey.

Tar Heel Digest

One of the recent Rotary programs of Elm City was presented by Marvin L. Davis of the Elm City Pharmacy.

John T. Stevenson, Overman & Stevenson, Elizabeth City, is a member of the Pasquotank County Board of Health and attends frequent meetings of that health agency.

As Chairman of the Board of Trustees of Pineland-EMI College, W. Latham West welcomed about 2,000 visitors to a special event on the campus.

Rex Hospital Pharmacist Hubert G. Price of Raleigh is 15th Masonic District Deputy Grand Master.

The newly elected president of the Board of Directors of the Spruce Pine Public Library is Harold V. Day, who with his father, operates Day's Drug Store in Spruce Pine. Recently Harold journeyed over to Bakersville (Fred Bowman's hometown) to preside over a Boy Scout Court of Honor.

Wade A. Carter of Lowell (hospital pharmacist at Gastonia) teaches a class of student nurses. His subject, "Pharmacology in Nursing."

UNC Pharmacy School faculty member Ben F. Cooper is president of the Chapel Hill Baptist Church Tithers Club. The Coopers have just moved into a newly purchased home located near Eastwood Lake on the outskirts of Chapel Hill.

David R. Davis of Williamston is a member of the Martin County Board of Health.

An hour lecture on "Serums and Vaccines" to the student nurses of the Gaston (Gastonia) Memorial Hospital was presented by Pharmacist John P. Friday of Gastonia.

E. Wilson Griffin, Jr. of Kings Mountain, to make sure UNC has top-flight football players, recently had Coach Tatum down as a personal guest to look over a promising quarterback. Wilson is a past president of the Kings Mountain Jaycees.

NCPA past-president W. B. Gurley of Windsor was in Raleigh in mid-june for a meeting of the Governor's Advisory Committee on Polio Vaccine. Bill says new cases of polio in the state are exactly half of what they were one year ago.

In a recent presentation by the Asheville Community Theatre, Jim Harrison was a consultant on history and appearance of the stethoscope and the history of friction matches in "The Heiress."

W. H. (Bill) Houser, of Cherryville, as District 31B Zone Chairman of the Lions Club, is making frequent trips to and speeches in Belmont, Bessemer City, Cramerton, Gastonia and other points throughout that section.

At a recent annual meeting of the Local (Chapel Hill) chapter of the American Red Cross, UNC Pharmacy Dean E. A. Brecht gave a 15 minute program on a new method of artificial respiration.

High Point's J. Louis Cobb was at Vade Mecum (near Asheville) recently for summer conference meeting of Episcopal Laymen's League Society.

Herbert Lovett of Liberty is a group leader in a fund-raising drive now underway to bring in funds to erect a gym in that progressive Randolph County town.

Leslie Myers (manager of Patterson Drug Company) is serving as a member of the Winston-Salem Retail Merchants Trade Promotion Committee (budgets, plans and directs all special trade events).

As chairman of the Board of Education, member of the board of health and a trustee of Chowan College, W. Dorsey Welch of Washington has little free time after adding his responsibilities of operating Welch's Drug Store.

At the 28th annual convention of the International Brotherhood of Magicians, held in Miami on June 25, A. Coke Cecil of High Point was elected territorial vice president for North Carolina.

Phil Link almost made a clean sweep of the prizes in a recent Rockingham County Fine Arts Festival. He won three first places (in art and literature) and four second places. The Reidsville Studio Group, of which Phil is secretary, maintains an exhibit of paintings in the Coffee Shop of the Belvedere Hotel. Recently, a customer departed with one of Phil's paintings after leaving \$50 in cash.

Moves Store

Grady Thomas has moved the Thomas Drug Store from Spring Hope to 303 West Nash Street, Wilson. The shift in locations took place in June.

Ties Ad in with \$64,000 Question

Under bold-face heading entitled "Isolation Booth," Link Brothers Pharmacy of Reidsville ran an interesting, original professional ad which we quote below:

"Television has added new words and phrases to our language. The quiz shows gave us 'isolation booth'—a place in which contestants may think clearly without distraction.

"Our pharmacists, too, work in an area screened from distraction, an isolated section of our pharmacy. You can see them through a large glass window—working in efficient seclusion.

"A pharmacist's '\$64,000 Question' can be a question of life or death. The answer

is: Your prescription filled promptly and accurately."

Quotable Quote

"It has always appeared to me a little bit peculiar that the pharmacist who can afford to, through demand, capital, etc., buy some drugs in large quantities would turn right around and lose the advantage of buying in quantity by reducing the price of the drug. I have always thought that was one of the advantages of having capital, or the ability to buy in quantities, so that one could make a little more profit on that particular item."

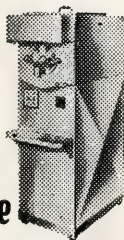
—Dr. Hartford E. Grugan

Assigned to Germany

William P. Powell, stationed at Fort Carson, Colorado, since this past July, is now in Germany as a pharmacist with the Clearing Company of the 8th Medical Battalion.

In civilian life he was employed as a pharmacist by the Rose Pharmacy of Hendersonville.

BIG MALT AND SHAKE SALES WITH Sani-Shake



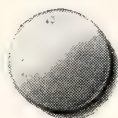
Leading the field in profits, while turning out up to 360 malts and shakes per hour! Available in floor or counter models. Write, wire, or call for complete informative literature today! More operators switch to Sani-Shake every year. Find out why!

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Berryhill Fountain Sales Co.
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new **Iberol[®]**



**Complete 2-A-DAY therapy
for iron-deficiency, nutritional
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. . . the two largest photo-finishers in North Carolina, are pleased to announce their association with



*Pathé***COLOR** INC.

. . . largest color laboratory in the United States processing all types of color film under one roof.

This association will enable us to provide you, and your customers, with the highest quality color processing, **and** the fastest, most dependable service in the field today for all color film.

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KODACOLOR

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. . . . including 8 & 16 mm movie film

The **ROBINS'** Representative

is pre-selling these Robins' products
for you - in your area
-THIS MONTH



Introducing

DONNAGESIC™ EXTENTABS®

Donnatal with Codeine Extended Action Tablets

The first oral analgesic to provide dependable pain relief *all-day or all-night on a single dose*. Two strengths: Donnagesic Extentabs No. 1 and No. 2 (codeine content $\frac{3}{4}$ gr. and $1\frac{1}{2}$ gr.—to maintain $\frac{1}{4}$ gr. and $\frac{1}{2}$ gr. effects for 10-12 hours).

**NEW
PRODUCTS...**

**NATIONWIDE
STOCKING
NOW...**

**FOLLOWED BY
NATIONWIDE
PROMOTION**

ROBALATE® LIQUID

Dihydroxy Aluminum Aminoacetate

New, highly palatable liquid form of this efficient antacid, indicated in the medical treatment of peptic ulcer. Delicately mint-flavored. Free flowing.

DONNAGEL®

Donnatal with Kaolin and Pectin Comp.

Comprehensive anti-diarrheal—rapidly effective, *right* in consistency, color, taste and price. Growing in Rx volume.

ALLBEE® WITH C Capsules

Therapeutic dosage of B Complex factors, with 250 mg. ascorbic acid in each capsule. Potent, economical, ethically promoted.

A. H. ROBINS CO., INC. RICHMOND 20, VIRGINIA

Ethical Pharmaceuticals of Merit since 1878



...better check your stock NOW!

Convention Pot Pourri

JAMES W. HARRISON, Asheville

Haphazard Impressions of a Delegate, Presented in Rambling Sing-Song

Jimmie Darlington, striving mightily to keep from sinking into an emotional morass as he introduced the Governor; his nostalgic account of how the boys in his and Luther's home town were wont to choose up sides in games of "shinny" and how the captains always chose Luther. Methinks we too did well when we overwhelmingly chose Luther. . . . The Governor's sure, comprehensive grasp of our problems. No doubt his address was preparatively researched, but its delivery showed he had gone over it with eyes and mind alert for as much as one stray comma. I felt like hurrying home to start working over him.

The comely matron who evoked so much attention; the sort of woman who could appear at the top of a ladder in a burning building and a score of firemen would rush to save her; who would get a seat in a bus at rush hour. . . . Barney handing his lady into the elevator like a Palace yeoman guarding the Crown jewels. . . . The delegate who never seemed to fit in, moving from room to room, from party to party, like a professional hero parading his medals. No fox can run too long but there is wind to him." . . . The Nominating Committee in a smoke filled room, mulling their choices in a serious conclave.

The insouciant beauty of the teenage lass changing into sulkiness as she brooked the sinclination of her indifferent swain to dance with her, then her lyrical acceptance of her swain's rival; her triumphant backward glance held a hauntingly guileless calm as she moved nymph-like into the movement of the dance. . . . Ann Brewer, the flower that would inspire a poet to build a greenhouse around it. . . . Waiting in a hallway while two keys were astray somewhere between lobby and floor nine, feeling much like a bird thrown out of its nest while the landlord hovered in the offing. Gordon Cory, still the dowager's darling, impressive as "Pomp and Circumstance" he ushered the auditorium audience with

the aplomb of a Washington Square butler. . . . Feeling a melancholy sorrow for W. S. Wolfe when he sought in vain to have his name withdrawn from the nominations. I have been lost in that part of the forest too, but I felt like a traitor when I had the means to get him out of it and failed to use them. . . . Mayor Wheeler presenting the key to the city to President Gurley with the remark that it wouldn't unlock anything, because Raleigh's door of hospitality is never locked. . . . Two tired little girls, recumbent on a lobby sofa, eyes closed in repose after a long weary day, fast asleep 'mid all the noises and clatter of the milling throng. Were they cherubim or seraphim?

Winning at the *sforzando* of the brasses in Thornhill's orchestra, then basking in the *pianissimo* of the strings as he directed a transposition from the blatant to the soothing. "The strain I heard was of a higher mood." . . . Walking alone down the street from the Sir Walter to the Auditorium, feeling like a spent derelict in a midnight alley.

The Machiavelli in the wheel chair, tiring of propelling his body to vantage points in a claustrophobic room, stopping to use words rapiered from an ataractic mind to make his underlings do his bidding. . . . Attorney Bailey, fresh from torts and briefs and writs and deeds and contracts, but never a whisper away from an intense humaneness, establishing his credo that each individual has a responsibility to himself and to his profession for the enforcement of the pharmacy laws of the state. I'll buy that, with no quibbling as to price. . . . The Governor, weighing his words with the impact of his convictions. One could see him thinking, measuring, then pacing off his thoughts. "Thinking is the talk of the soul with itself." (Plato, I think; you could look it up.)

Woolard of Henderson; now there's a man who is kindred with his fellows as

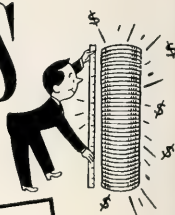
(Continued on page 305)

you know, **BUT...**
do your clerks know?



larger unit sales mean

BIGGER PROFITS



display and sell
the **"FAMILY PACK"**

**50 POWDERS
or
100 TABLETS**



... a better value for your customer!

CONVENTION POT POURRI

mingled drops are kindred. He takes fourteen points and makes an idea with sense and appeal, as *apropos* today as another fourteen points are almost forgotten. . . . Dean Brecht, painting a glowing picture of the achievements of the School of Pharmacy and its end product: men—his matter-of-factness making the achievements all the more impressive as he measured them by his own super-standard *purity rubric*. . . . Golfers returning from a morning round, one bedecked in a sport shirt of shrieking colors and brazen patterns that looked like it had been frightened by a rainbow. . . . Mary Smith, fretting over the abstruse mechanics of presenting a program from a tape recording only to have all her troubles erased by the simple expedient of placing her problem in the laps of a couple of fellows who knew the answers.

Sarah, how can one itemize her? A woman whose mere entrance in a room warms the heart before she speaks a single word or gives a smile that does things to one's breathing. . . . The understaffed desk at room-registering time; the indifferent boniface callously watching as two harassed clerks apportioned rooms as if a major war was in progress or motels had not even been heard of. . . . Louis Kazin, when he wrestled an idea into a belief he stood by it and was willing to stand up and be counted. When he begged a question, he did so with a consummate finesse and naïveté that satisfied the questioner with the only possible and obvious answer. . . . The delegate chattering compliments, excuses, explanations and mere banalities to a confidante who accepted them with a face as expressionless as that of a housewife facing a door-to-door peddler.

Sam Welfare steamrolling over Wolfe's objections like a juggernaut when Wolfe would wince at the pressure of thistledown. . . . The delegatess standing in hot sunlight for forty idle minutes, then embarking on the wrong bus, her program lost in the thornbrake of her mind. . . . Visions of a new building for Pharmacy making a running melody through all the program, after having been disappointed for so long. Never, until now, had so small a cup been

handed to men with so quenchless a thirst.

Bill Gurley, a year of intense activity in the affairs of his fellows in the profession, much of it under stress and handicap; 366 days (including February 29) of on-the-job toil could not tread over his face and leave no footprints; but he needs no press agent here. *Si monumentum requiris, circumspice*. . . . R. T. Sanner, eliding all the confusion that had been so carefully compounded and giving us a workable alternative in an address planned with craft and executed with skill. . . . The delegate listening to McAllister rendering his report, then pencilling a note to his seatmate: "Mac really knows how to jerk a knot in the tail of the English language." That's what Nethersole said about Gant in *Look Homeward, Angel*. . . . Marguerite, using a post prandial toothpick to the simulated horror of Uldine and, when reproved, hides herself behind a pillar in Balentine's where she continues plying her toothpick. . . . The masterly exposition of Ben Cooper in exploiting his theory of detailing dentists in lucid and stylized delivery; even when he glanced at his notes with unobtrusive reference, he hardly seemed to use them. Well chosen words were luminous from a wellspring fount.

The delegate moving through the line at the President's Reception and receiving a spontaneous kiss from the radiantly beautiful girl; he immediately leaves his place in line to start the line again with a view toward a repeat performance only to meet another 'kissing kin.' "God's own mad lover dying on a kiss." (Swinburne, I think; you could look it up.) . . . The presentation of the first North Carolina Pharmacy Scholarship by Pepsodent and its recipient named by President Gurley and Dean Brecht; the clean cut youngster in sartorial perfection, with cherubic countenance both humble and grateful; the patient photographers, recording the moment for posterity, posing their subjects like jongleurs calling for a smile. . . . The agglomerative cluster of sound from the loudspeakers as Rease Inge and Dorsey Welch expounded their themes; otic penetration of decibels. . . . The dentilingual delivery of George Stevenson as he made excuses for his

(Continued on page 307)

New ***DISH-O-LATOR***

TRADE MARK



a complete dishwashing system in one package

Specially designed for small and medium-sized restaurants, drive-ins, diners, coffee shops, luncheonettes, institutions—and similar places serving patrons quickly with a minimum attendants. Dish-O-Lator is a complete dishwashing system in one package. It does the whole job—even to the disposal of garbage—largely without the use of human hands. With one operator it handles as many as 3600 dishes in an eight hour period. It is skillfully engineered and designed in every detail after thorough field tests. All elements are arranged to provide for a continuous flow of operations. The Dish-O-Lator makes it easier to secure and retain competent help. Savings in labor, china breakage, and garbage handling will pay for the unit in a surprisingly short time. For the solution to your dishwashing problems, come in and see this unit yourself, or write to us for complete information.

GRANT E. KEY, INC.

Manufacturers — Distributors

LYNCHBURG

VIRGINIA

CONVENTION POT POURRI

"props" when telling us how to sell more vitamins.

Cliff Daniel's whimsical expressiveness as he recounted his adventures in Independence and his panoramic caricatures of the guests at the Truman-Daniel nuptials. . . . The one diner in the Coffee Shop priming his mouth with a grin of childish gluttony as he forked a slice of cake, as if he thought savings there were better than full courses anywhere else. . . . The Hall of Fame of Pharmacy, an annual feature of the program at the past-president's breakfast; Charlie Andrews and Cliff Daniel humbly and proudly accepting this accolade; Kelly Bennett and Thomas Council were presented theirs in absentia. . . . Seated around a breakfast table with men whose essential ideas and thoughts and objectives dovetailed in strict accord, one wonders how much good food and coffee contribute to the receptiveness of the mind to accept individual ideas and adapt them to the common cause. . . . Listening to Woodlard's 'Fourteen Points' we could embrace by activating ourselves in their principles and thereby earn Oscars' in Pharmacy, we measured ourselves by these criteria and concluded all of us have the talent to qualify if we apply the talent.

Viewing the Parke-Davis original paintings depicting the History of Pharmacy, not once, but repeatedly, and striving for words to describe my utter absorption in the artist's grasp of the theme and the stark realism of his portrayal. Descriptive words made a sinuous trail in my thoughts only to be rejected after they were weighed and measured; these discarded words left no sensory texture, were savorless to the taste, without virtue or value unless they could be fitted together in harmony with my thoughts. Who knows but that this somewhat verbose meandering is not in itself high tribute, yet that my saying: "indestructibly real; a theme captured in colors by a true artist" may be anticlimactic. There is no centurion in iron armor pointing a spear at my midriff, no Wesley lifting a finger in admonition, no censor with blue pencil poised to pounce upon a stray away word when I opine the true evangel

that these paintings will do more for the aggrandizement and exaltation of Pharmacy than many other programs of man's and agency's devising.

The genuine pleasure I felt in renewing a friendship with my first preceptor. No man has ever exceeded him in acknowledging a fault or shortcoming; he was fond of saying, "Do like I say, not like I do," and he believed in this simple abridgment of his credo. 'Twas back in the days of Sozodent and Freeman's Face Power when Woodbury's Soap was \$2.30 a dozen and had 25 cents printed on the wrapper; (profits were squeezed even then) Belle Mead Sweets and Jacobs' "Made Last Night," but I am not looking back wistfully like a puppy sent home with his tail between his legs; I'll take the present and the future, so why hark back. . . . Dorsey Welch and his inimitable enthusiasm for the commonsense maneuvers that bring the reward of "Sweet Profits." He gave us ideas that galloped toward us with jingling harness and pounding hooves. He did not deign to stooge when he asked for "a box of Welch's chocolate covered cherries." . . . Wade Gilliam, his voice could claim the white toga of the Colosseum as he accepted a tribute from his fellows on the Board of Pharmacy for his ten years of devoted service.

Faces missing. The redhaired damosel with freckles enough for a fifth grade classroom; the lumbering delegate who was so fond of quoting Herrick and Browning; the talkative traveler who bobbed his head and sent his sibilants in a parabolic trajectory as he tried to hide a lisp; the skirt-squelched and petticoat-put-upon pair of worthies who spent their time lolling in the cracker bar with hands in pockets, with never a word to anyone but themselves—such wanton waste, O feckless tycoon who sent them hence; the delegate who was wont to precede his wife by a day and a half, then send for her to join him with docile obedience; Polgar's Mary who was such a perfect foil for his Mesmerism and legerdemain; Dean Hudson and his Clem Labine crewcut; the theorbo player of Japanese extraction; the blonde bombshell with the figure that talked a language that would be banned in Boston;

CONVENTION POT POURRI

the roly-poly lass who danced like a troop of sunbeams stampeding a dark corner; Bert Mull (gone to his reward) and his panel of experts; Wilbur Adams and his guitar; the smoke bubble king with his smooth *sang-froid*; Stoney and his inevitable cigar; and others who impress by their absence only a degree less than by their presence.

Charlie Andrews making his report like Boaz bringing in the sheaves. . . . Jesse Tyson accepting the gavel with the air and determination of a stoic. . . . John Stevenson conducting the *Rite of the Roses* with all the surplined dignity of a Bishop. . . . The mystery of all the phenomena of sound as one in the front of the hall received different volumes by merely lowering an ear, as if separate degrees of volume were laid in strata for the hearer's choice. . . . Louis Kazin spreading his suggestions for meeting responsibilities as a carapace to shield us while we embarked on a program for better relations with the public and the other professions. . . . Moss Salley, Jr., as placid

as a young ox in a pasture while he sought to make up lost time incurred by taking wrong turn. . . . Roger McDuffie giving his report in a delivery replete with sincerity mental clarity in the background, sharpened by a fine textured wit. . . . Bill Gurley, dishing out his Bertie County hams and peanuts with the air of a man letting his whimsies out for a frolic. . . . The quartet in a ninth floor hallway raising their voices in a polyphony of sound more suited to the area under a lamp post than to the narrow confines of a corridor. . . . The diminished exuberance of Sam Welfare; he would not want to race the photographer's lens to delude us into thinking he was one of a twain. . . . The lady of sparkling mien in well-tailored cheviot who deprecated her appearance by saying, "I feel like the last chicken in a butcher's shop on Saturday night. Rather did she look like she was modeling for *Vogue*; she wore her clothes with the flair of a fashion designer.

How narrow and provincial does one become who does not look at Television. So lost was I in laughter at the "punct

NEW PRODUCTS

D-CAL-FE Ovalets

Each ovalet contains:

Ferrous Gluconate (Elemental Iron 37 mg.)	324 mg.
Calcium Lactate (Calcium 65 mg.)	500 mg.
Vitamin D (Irradiated Ergosterol)	400 USP Units

Available in bottles of 100 \$1.20 and 500 \$5.20

VI-CAL-FE Ovalets

Each Ovalet contains:

Ferrous Gluconate	260 mg.
Calcium Lactate	324 mg.
Vitamin A (Acetate)	1000 USP Units
Vitamin D (Activated Ergosterol)	400 USP Units
Vitamin B-12 (Cyanocobalamin USP)	1 mcg.
Thiamine Hydrochloride	1 mg.
Riboflavin	1 mg.
Ascorbic Acid	30 mg.
Pyridoxine Hydrochloride	2 mg.

Available in bottles of 100 \$1.80 and 500 \$8.40

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Manufacturing Chemists

Greensboro

North Carolina

CONVENTION POT POURRI

ation'' antics of the Emcee at Thursday's show I thought all the rest of the laughter was tribute to the program only to learn that much of it was at or with me. The skit was old hat to most, but new to me.

The 50-plus dinner and all the pageantry of this most worthwhile innovation; throughout the state there are 26 of these veterans who have practiced 50 years or more, some of whom have not so much as curtailed their working hours. They are of that hardy stock who could have measles twice, and survive the vicissitudes of any half century.

. . . The admirable gesture of Walter Buhmann when he offered to the Institute of Pharmacy the original certificate to practice pharmacy issued to his grandfather in Germany in 1821, and President Gurley's gracious acceptance. . . . The most difficult assignment for the program, "MD-Owned Pharmacies," and Ed Fuller's request for more time needed to attempt to resolve this most ticklish problem. He did not shirk this assignment, on the contrary, he mortgaged a plethora of his future time and talent by offering to tackle it again and again. . . . Charles Blanton reporting for the Visitation Committee with a tinza voice in a Sinatra body. . . . Bill Gurley, spicing the precise threnody of the eighth inning by voicing a panegyric to Ann Brewer's beauty as he paved the way for her report from the Woman's Auxiliary. . . . yes, the Bertie County peanuts became as primroses as she clutched them in maidenly delight.

Artemus Ward receiving unanimity as members agreed with his Resolutions Committee's decisions; he handled a tough one with his usual deliberative acumen. . . . Wondering why Pedro Suttlemyre didn't appear. Could you not abide with us for a short hours? . . . Spring in Raleigh was tardy truant; artificial heat was welcome out of the nights. . . . Soft moonlight filtering through a window of the Auditorium, prisoned in the hushed and tenebrous air, the one vying for gayety against the gloom of the other; then bedlam itself seemed loosed upon the stillness as raucous saxophones counterpointed a primitive dance. . . . Surreptitious inhalations from

prohibited cigarettes askeance from the keen noses and vigilant eyes of firemen stationed in serrated symmetry throughout the Auditorium. . . . Almost everyone at some time or another will be cornered by a person and wish to escape. This platyrrhine featured gent caught me when I needed every minute I could find, and once I bent an ear to listen, I was at his mercy. I found myself saying words in reply while my thoughts held a board of directors' meeting on another subject. Even after escaping, I felt like I had delirium tremens without ever taking a drink. But things even up. The next voice I heard was so majestic and tonally pleasant, its notes so clear it would have credited a scale from Mozart.

How far is Zebulon from Raleigh? And does Cliff Daniel boast a pair of wings to transport him hither and yon? One moment he says, "I must get back and let Jones come in," and a couple of heartbeats later I am shaking hands with Haywood Jones. It is not aphasia or the effects of hashish—it is an example of how fast time flies when the entire program is crammed full of events that never cease to pleasure me. . . . Several hundred others must be pleased by attending our Conventions, they make the trip each year. They probably see the same things I see, place the same descriptive thoughts on people and their actions, perhaps their thoughts. It could be that my accounts of events and impressions are less fettered by inhibitions than theirs might be, and perhaps not. For instance, who could fail to see it like this: "John Stevenson conducting the *Rite of the Roses* with all the surpliced dignity of a Bishop." Well, if John Stevenson's demeanor does not exemplify an ecclesiastical dignity in a business tweed, such dignity would not be more revealed in a surplice. Then, come to think of it, had Jarvis Alligood been enclothed in an altar robe, he could not have handled the roses with more *savoir faire*; and we, perforce, had only a profile view. So, you see, it is obvious, even though it may be subtle.

My eyes drew circles around other items. Ed Brecht with a mind like a comptometer. . . . The unflustered equilibrium of W. J. as myriad details that would send a lesser

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THIS NEW
ONE A DAY
BRAND
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CONVENTION POT POURRI

man to the waters of Lethe or the Frenquel bottle seemed to meet their nemesis in his coping with them. . . . The lambent happiness that seemed to glisten in the faces of our womenfolk; faces that may have been dull and flaccid at 7 a.m. sparkled at noon time and became positively scintillating at sunset. . . . The interchange of cryptic looks between couples that were reckoned as tender embraces. . . . The splendid gesture of the Northeastern Carolina Drug Club in presenting the chests to the Institute of Pharmacy in honor of W. B. Gurley. . . . The bewilderment of some of the audience when Hubert Lovett referred to "white sheets" and "green sheets" when several colors of sheets were handed out embodying information on Product Information Cards. . . . The same old "butterflies in the stomach" feeling as I faced the audience; it's not the same as talking to someone in Belgium, Italy, Iran, Alaska, or a hundred other countries. . . . Del Morgan in a flurry of speed to get to his room for rest. "Now spurs the lated traveller apace to gain the timely inn." (Shakespeare, but look it up, anyway.)

Luke and Sarah, Moss and Ann, using Time as if it came in a cornucopia of abundance when, in truth, there was so little left. . . . Galahad in seersucker, as Tommy Culbreth squired his mother Lou with as much attention as Pelles gave to preparations for war, and more than Lancelot bestowed upon the fair Elaine. . . . The Kappa Psi and Phi Delta Chi boys playing stag like the boys from Syracuse and partying their inamoratas like the

boys from Pitt during Girl Night. . . . Robert Neal Watson advancing his eligibility by his bearing of noble heritage that presumed a kingdom. . . . The selfocrat with the sneer in his voice as he disparaged a necessary feature of the program that was bothersome to him because, to be charitable, his indifference was lethargic. Perhaps petrography is a better field than pharmacy for an egomaniac with a minuscule of a mind. . . . I even had time to wonder if G. E. Andes is a Red Sox fan, since Tom Brewer seems to be the best pitcher in the American League.

There will probably be a thousand other thoughts and memories of events that will parade through my mind after I place a "30" at the end. You have already probably cried for caltrops after this infliction, but I will say this: Did you ever give thought to the enormous amount of work entailed in preparing a Convention, the colossal chore it is to prepare, execute, then analyze and tabulate it? Yet it seems they are more helpful each year; more detailed care is taken that all its features be pointed to making your profession recognized for its worth and importance in the life of your communities. Good Conventions are not so much the playthings of any few, rather are they the concerted achievements of the noble anonymous. As good as good conventions are, there could never be a perfect one; only in Utopia is there perfection. "Whoever thinks a faultless piece to see, thinks what ne'er was, nor is, nor e'er shall be." (Alexander Pope; take my word for it.)



THE WORLD'S FINEST SALTED NUTS
Fresh From Our

Double Kay
NUT SHOP
DEPARTMENT 

The leading drug store owners in your state will tell you the Double Kay Nut Shop is producing more sales and profits than any item in the drug store occupying similar space.

IF—you have a clean, first-class drug store, let us reserve a Nut Shop for you.

THE KELLING NUT CO., 2800 W. Belmont Ave.

Chicago 18, Illinois

Now Is the Time for *All* Alumni . . .

For thirty years journalism instruction at The University of North Carolina has struggled along with inadequate quarters and little or no equipment. The fact that 910 graduates of the School of Journalism have made such outstanding records in Tar Heel journalism and in other areas is a tribute to the patience and teaching skill of those who have improvised over the years with little more than the proverbial Mark Hopkins' log for housing and equipment.

Now the University Administration has placed the request for a new building for the School of Pharmacy and money to remodel and equip the present pharmacy building for the School of Journalism at the top of its list to go to the 1957 General Assembly.

Governor Hodges in speeches to the Press Institute in January and to the North Carolina Pharmaceutical Association in May expressed his strong support of the \$1,800,000 request.

Now is the time.

Journalism alumni living in North Carolina and those living outside the State who

have friends in the legislature or in other positions of influence can aid the cause by joining with our friends the pharmacists in telling legislators and others of the urgency of our joint needs.

North Carolina desperately needs more pharmacists. Enrollment in the School of Pharmacy can be doubled when the new facilities are provided. Your druggist friends can give you data on North Carolina's deplorable standing (48th in 48 states) in the ratio of pharmacists to population.

North Carolina newspapermen constantly remind us that they need more and better young men and women to staff their newspapers. The School of Journalism needs space. It needs equipment. With a rising undergraduate professional enrollment and an expanding graduate program, both space and equipment are essential to continued high quality instruction.

The State of North Carolina can meet the physical needs of two of its professional schools (the only ones in the State) at little more than the cost of one by appropriating \$1,575,000 for a new pharmacy building on Health Affairs Hill and by adding \$225,000 for renovating and equipping Howell Hall for the School of Journalism.

Now is the time for you to come to the aid of Alma Mater.

The School of Journalism needs your help in making doubly sure that Tar Heel lawmakers are acquainted with and understand thoroughly the urgent needs of these two professional schools, the welfare of both of which will contribute to two of the basic needs of the citizens of the state—good health and full information.

Speak to your representative or senator or both.

Now is the time.

This Editorial appeared in recent issue of the UNC Journalism News Letter and was mailed to about 2,000 persons including the Editors of all NC papers.

POWERS-TAYLOR DRUG COMPANY

Richmond, Va.



Wholesale Druggists
Importers & Jobbers
Druggists' Sundries & Fancy Goods



We solicit your orders
Our experience of over 70 years
insures our ability to serve you
satisfactorily

LETTERS

(Continued from page 282)

is price he is a—well, you know what I could like to say.

In closing I would like to relate the following experience. One day in a CPA's office I overheard the following conversation, "We are not making a bid on this work. I will tell you what it is worth to us to do the work. If the fee is not satisfactory, you are free to go anywhere you like to get the work done." The CPA set the price. The man accepted it. It's as simple as that. I would call that the professional, the ethical way to handle any pricing problem. We are dealing in a more precious commodity than the CPA. Should we not be more ethical in matters of pricing than the CPA?

Sam Koonce

J. E. Koonce Drug Company
Chadbourn, North Carolina

Observes 15th Anniversary

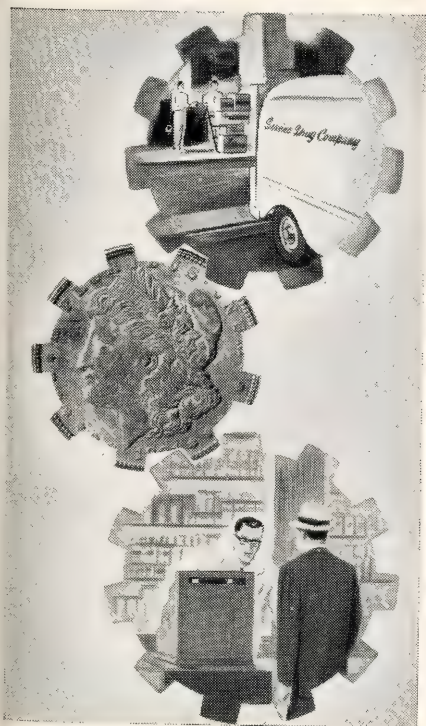
The 15th anniversary of the formation of The Charlotte Drug Travelers was celebrated recently with a party held at the organization's clubhouse on the Catawba River.

M. W. Stone was first president of The Travelers. The current president is C. E. Reynolds, Jr.

On The Sick List

Following an operation at the Baptist Hospital in Winston-Salem, W. H. (Bill) Burbage is recuperating at his home in Albemarle.

Another pharmacist who had a session with the surgeons in June was T. J. Ham, Jr. of Yanceyville, who went to nearby Danville. After a 10-day rest spell at home, during which time he caught up on his reading and TV-viewing, Tom returned to the Yanceyville Drug and his loyal employees who ran the store in his absence.



GOODS ALL SOLD
Lilly
HERE WILL BOUGHT

GEARED FOR
BIGGER PROFIT

Our entire operation is geared to give you the modern type of service which will increase your profit opportunities. Thousands of fresh, new drug-store commodities . . . quick, competent service . . . only one bill to pay. You can buy as you need. Make your dollar earn more. Send your orders to us.

WE ARE A *Lilly* DISTRIBUTOR

THE PEABODY DRUG COMPANY

Durham, North Carolina



UNC Pharmacy Student and School Receive \$1000 Awards

(top)

Roger H. Sloop of North Wilkesboro (second from left) received first prize in the southeastern quadrant of the United States in the second annual Lunsford Richardson Pharmacy Award contest written by an undergraduate or graduate pharmacy student. The prize consisted of a certificate and a check to the amount of \$1000, and a check to the same amount to the School of Pharmacy of the University of North Carolina.

Reading from left to right: Professor H. O. Thompson, Professor of Pharmacy in the third-year class in which Mr. Sloop began his research; Roger H. Sloop; Roger A. McDuffie, pharmacist from Greensboro and President of the North Carolina Pharmaceutical Research Foundation who presented the check to the School of Pharmacy; Dr. M. L. Moore, Vice-President and Director of Research at the Vick Chemical Company who presented the certificate and check to Mr. Sloop; Mr. John McGehee, Assistant Production Manager, Greensboro Branch of Vick Chemical Company; and Dean E. A. Brecht, School of Pharmacy.

The prize-winning paper was based on research in the evaluation of gastric antacids. Mr. Sloop is a veteran, married and has one child.

Geer Drug Gives 24 Scholarships

(center)

The establishment of 24 annual pharmacy scholarships, in the amount of \$200 each, to be presented each year to worthy students in two South Carolina colleges, was announced recently at the Convention of the South Carolina Pharmaceutical Association.

The scholarships were donated by The Geer Drug Company of Charleston, Greenville and Spartanburg, S. C. In presenting the scholarships to the Deans of the

Medical College of South Carolina, Charleston, and the University of South Carolina, Columbia, B. Owen Geer, (left) President of the wholesale drug firm, said: "We feel, in view of the present critical shortage of pharmacists in South Carolina, that worthy young men should be encouraged in this high profession."

Twelve of the scholarships will be made available to each of the schools involved. Receiving the scholarship proposal in behalf of the schools were Dr. William A. Prout, Dean of the School of Pharmacy, Medical College of South Carolina, and Dr. R. W. Morrison, Dean of the School of Pharmacy, University of South Carolina (center.)

The scholarships will first be awarded in September, 1956, three to each of the four classes presently organized in each of the two schools. At the beginning of the college year of 1957, and of each subsequent college year, additional scholarships will be awarded to freshmen in each school to replace those held by graduating seniors so as to maintain the number of scholarships at twenty-four.

The scholarship funds will be used to pay tuition, fees and textbooks required by the course of study.

Recipients of the scholarships will be chosen from applicants by an awarding committee at each college. The President of the South Carolina Pharmaceutical Association, currently H. E. Murray of Charleston, (right) will serve as a member of these committees.

Country Ham for the Governor

(bottom)

At the recent NCPA Convention in Raleigh the presiding officer—President W. B. Gurley—acting on behalf of the members of the Association, presents North Carolina's Governor Luther Hodges with a Bertie County country ham.

Raleigh's mayor Fred B. Wheeler looks on approvingly.

Later, Governor Hodges reported the ham "to be a good one."

HOWELL HALL HAPPENINGS

At Commencement on June 4, 39 students received the degree of Bachelor of Science in Pharmacy and 4 graduate students received the degree of Doctor of Philosophy with majors in pharmacy or pharmaceutical chemistry. A special Pharmacy Convocation was held in the Pharmacy School Auditorium at 4 o'clock in the afternoon when the faculty and staff were introduced to the relatives and friends of the graduating students. The Lunsford Richardson Pharmacy Award consisting of a certificate and a check to the amount of \$1,000 was presented to Roger H. Sloop of North Wilkesboro by Dr. M. L. Moore, Director of Research and Mr. John W. McGehee, Assistant Manager of Production, both of the Vick Chemical Company. Mr. Roger A. McDuffie as President of the N. C. Pharmaceutical Research Foundation presented the second check for \$1,000 to the School of Pharmacy. A large part of a similar award to the school last year in connection with the same award for Dr. Kenneth L. Hoy was used to buy a 16 mm sound projector and screen and a tape recorder for the school. Following the convocation the cap and gown picture of graduating students was taken and a picnic supper of ham and fried chicken was served to 300 guests.

Miss Alice Noble, Librarian and Archivist enjoyed a very pleasant week end beginning June 9 when she joined her nephew M.C.S. Noble, III and his mother at the Cloisters, Sea Island, Georgia. Mr. Noble had been commissioned at Pensacola as an ensign and received his wings as a jet fighter pilot. After the week end he journeyed by auto to his assignment on the Aircraft Carrier, USS Oriskany, based at Alameda, California. Miss Noble and the mother flew back to Chapel Hill where Mrs. Noble spent the night at the home of Miss Noble.

Two members of the faculty, Drs. Ben F. Cooper and F. C. Hammerness have been busy as pharmacists doing relief work this summer.

William A. Dawkins, newly graduated student served as a first aid instructor on June 5 through 8 for 160 4-H boys and

girls at Camp New Hope.

During the week of June 18 Dean E. Brecht and Professor F. C. Hammerness visited new pharmacy school buildings at Butler University in Indianapolis and the University of Illinois at Chicago. Professors H. O. Thompson and Fred Semeniuk visited new pharmacy buildings at Howard University in Washington, Temple University in Philadelphia, and the University of Connecticut at Storrs. Both groups brought back detailed information including blue prints and pictures. A New York firm of industrial design engineers has been employed to work out detailed floor plans including specifications for furniture and equipment for a large pharmacy building at the University of North Carolina.

Dean E. A. Brecht completed the teaching of a standard First Aid course for a group of housewives at the White Creek Community, 8½ miles from Chapel Hill begun by student instructors William Adams, Jr. and John Polk.

69 Students Qualify for Dean's List

Dean E. A. Brecht of the School of Pharmacy, University of North Carolina has announced the names of pharmacy students making the Dean's List (average of 90 or better) and Honor Roll (average of 92.5 or better) for the Spring Semester of 1950. Miss Shirley W. Bumgardner of West Jefferson led the group with a straight "A" average during the semester.

The Honor Roll included: William Robb Adams, Four Oaks; Ronald Lowery Aust, Shelby; Jesse Jordon Beale, Potomac; Robert Ellis Bishop, Kinston; James Cecil Bolton, Rich Square; Shirley W. Bumgardner, West Jefferson; Marcus Cameron, Sanford; Virgilia Carswell, Spring Lake; Fred Richard Charles, Winston-Salem; Charles Peter Copses, Charlotte; David Ramsdell Davis, Williamston; William Atlas Dawkins, Mount Olive; Charles Thomas Dixon, Chapel Hill; Fred Tucker Fayed, Roanoke Rapids; Lester Jerry Fisher, Statesville; Ger-

Kelly Harrington, Sanford; James Lewis Inabinet, Winston-Salem; Douglas Woodrow Isaac, Marion; Zeb Thomas Keever, Lincolnton; Billy Worth Lanier, Buie's Creek; John Michael Lazarus, Sanford; William Luther Marsh, Marshville; William Russell McDonald, III, Hickory; Stephen Carroll Morris, Four Oaks; William Norman Ponder, Chapel Hill; James Miller Prevo, Thomasville; Renus Edgar Rich, Morganton; Fred Lee Sherrill, Conover; Roger Hester Sloop, North Wilksboro; and Hobart Whaley, Beulaville.

The Dean's List also included: Dallas Lee Ammons, Salisbury; John Warren Andrews, Winston-Salem; Harold Lee Ball, Mars Hill; Ronald Edward Barber, Clinton; Joseph Parker Barbour, Burlington; John Marshall Barringer, Carthage; Robert Dean Butler, Morganton; Edith Ann Caviness, Lillington; Donald Kenneth Chapman, Winston-Salem; David Lee Chronister, Hickory; Robert Astor Coleman, Burlington; Lewis Benton Doyle, Roanoke Rapids; Jack Steven Duggins, Asheboro; Byron Taylor Huckaby, Winston-Salem; Geraldine Keenum, Hazel-

wood; Melvin Clyde Kendrick, Spray; Donald Ray Leatherwood, Waynesville; Sara Fountain Lore, Sanford; Carl Porter Meroney, Murphy; Lionel Parker Perkins, South Boston, Virginia; Fred Owen Phifer, Marshville; John Hubert Smith, Holly Springs; Paul A. Stevenson, Chapel Hill; Julian E. Upchurch, Spring Hope; Paul Morgan Walker, Chapel Hill; Jane Louise Welch, Washington, N. C.; Paul Adams Whitehurst, Murfreesboro; Joseph Helsabeck Wilson, Rural Hall; and Nancy May Woodard, Hamlet.

Undecided

"Many years ago an old and very wise medical teacher concluded his final lecture with these words . . . "I have tried to teach you all that I have learned in a lifetime of practice and study, but I am reasonably certain that half of what I have taught you is wrong. I am not so much troubled about that as I am about the fact that I don't know which half it is."

TINA-CIDE

BONUS DEALS

(Effective Until Further Notice)

50c Size—List \$3.60

Packed 7 Bottles
to Display Carton

(1 Bonus, for Display, with
each ½ Dz.)

All Shipped Through
Your Drug Jobber

TINA-CIDE



Convention Camera

Top: Problems common to the wholesaler are discussed by Gamble Bowers of Richmond (Owens, Minor & Bodeker) and Jimmie Darlington of Winston-Salem (O'Hanlon-Watson Drug Company), shown standing.

Center: Mrs. J. Floyd Goodrich of Durham and W. Latham West of Roseboro exhibit their most brilliant smiles.

Bottom: Boyce Hunter, A. G. Cox and M. J. Dean have lots of problems to discuss as here we have a retailer, a manufacturer's representative and a wholesaler.

Photographs, courtesy

B & H Photo Service, Charlotte

NCPA Office Aids

1. If you are in the market for an established drug store, write us in detail. We have a number of stores in various volume ranges listed at present.

2. The Durham Drug Company has a bar-

gain in four complete Hallmark card cabinets and one corner unit. Reason for selling—the store has just added ten new and larger card units. Call Durham 4945 and ask for Jimmie Casteel.

3. Miss Freda Hobowsky, Scotland Neck, N. C. will be available for relief work after July 30. Thoroughly experienced; has worked in both chain and independent stores.

4. If you are a pharmacist and want to get into business for yourself—and have little to offer other than experience and a willingness to work long hours—we can put you in touch with an individual who will let you purchase the business out of the store's profits. Obviously, you must be an A-1 gogetter, otherwise the owner will want cash in advance.

5. Interested in a working partnership? We know a pharmacist who has a successful store and who is tired of working 18 hours a day; will share the profits and the responsibilities with a pharmacist who expects to advance from the employee ranks.

Service is more than a word

Service Is A Way Of Life. We believe in *Service-at-work*. With our four weekly television shows, IBM printed invoices, GEER's Quick Delivery Service, Handy Narcotic Book for easy ordering of Narcotics, GEER's Prescription Files for new pharmaceuticals, and our bi-weekly publication, The Geer's News Bulletin, with Price Changes, New Items, Merchandising, and Special Prepared New Prescription Items Page perforated for easy filing, are only a *few* of the *SERVICES* rendered by The House Of Geer, FOREMOST IN SERVICE.

THE GEER DRUG COMPANY

Charleston, Greenville, Spartanburg, S. C.

Robeson Pharmacists Society Organized

Roger Elected President

Hubert N. Rogers of Lumberton will head the newly organized (June 17) Robeson Pharmacists Society for the coming year.

Other officers elected include H. Eddie Malion of Fairmont, vice president; Fletcher Dean of Lumberton, secretary-treasurer; and Edward Brisson of St. Pauls and E. N. Hoffman, members of the executive committee along with the officers of the club.

Purposes of The Society are to assist in education and professional training; to promote legislation that will increase the high standards of the profession to the mutual advantage of the profession and the public; to make a sincere effort to regulate ethical practice of pharmacy in this area and throughout the state; to encourage relations of goodwill and respect among pharmacists, physicians, dentists, veterinarians and the public.

Officers of the state's youngest local pharmaceutical organization are enthusiastic over the future possibilities of The Society. The county has thirty-three potential members.

President Rogers is an employee of Hedgepeth Pharmacy, Lumberton. He is a graduate of the UNC School of Pharmacy (1952) and, following two years of military service in Washington, returned to Lumberton about a year ago.

Northeastern

O. W. Johnson, an agent of the Federal Bureau of Narcotics, spoke at the June 13

meeting of the Northeastern Carolina Drug Club.

Held in Edenton at the Hotel Joseph Hewes, the meeting was well attended by pharmacists from 20 northeastern N. C. counties.

Regulations of the Harrison Narcotic Act were explained by Mr. Johnson. A question and answer session followed the talk, and an exhibit of Marijuana was used in connection with the program.

The club voted to send a message of condolence to the family of any member who may die and a cash contribution as a memorial fund to the N. C. Pharmaceutical Research Foundation.

The meeting was presided over by President David R. Davis of Williamston. Treasurer C. W. Bynum of New Bern stated the club was in good financial shape.

Next meeting of the club will be held in Ahoskie on August 8 with R. R. Copeland and W. T. Boone in charge of the program.

Discipline

When that new little boy, aged 4, from the next street picked a rose in our yard and took it home to his mother, she made him bring it back and tell us he was sorry. While Mrs. Hillis fed him a piece of cake I cut a dozen roses and we sent him back with a note: "Please accept these from a little boy who picked the wrong rose and the right mother."—Burton Hillis in *Better Homes & Gardens*.

SMITH WHOLESALE DRUG CO. **SPARTANBURG, S. C.**

**A Young and Growing Service Wholesale House,
Owned and Operated by Registered Pharmacists**

We Appreciate Your Business

New Diet-Watcher Introduced

A new traffic builder exclusively for the pharmacy is the Sucaryl (R) Weight-Watch, being introduced by Abbott Laboratories.

Backed by extensive local advertising from coast to coast, the Weight-Watch promotion will tie in with the national Sucaryl consumer advertising campaign, to help the druggist capture an additional share of the big diet market. In America, half the people over 20 years of age have a weight problem.

The Weight-Watch is a handsomely fashioned watch-size pocket or purse accessory that helps the dieter keep track of his calories. A wallet-size table of caloric values accompanies each Weight-Watch. From dish to dish and meal to meal, the dieter simply adds his calories by moving the hands on the face of the Weight-Watch. At the day's end, he has an accurate caloric tally.

The back of the Weight-Watch snaps open to provide an air-tight, dust-proof carrying case for Sucaryl tablets. The watch-size case holds more than enough tablets for a full day—even for the dieter who takes all his meals away from home.

To get the Weight-Watch, the consumer buys any package of Sucaryl at the pharmacy. The druggist signs a coupon as proof of purchase. Coupons appear in Weight-Watch consumer advertising and are provided in Weight-Watch Counter Cards now being distributed by Abbott representatives.

Then, the consumer sends the coupon and \$1.00 to Abbott Laboratories, North Chicago, Illinois, and Abbott sends him the Weight-Watch. Thus, while the consumer can only get this new accessory by purchasing Sucaryl at the pharmacy, the druggist does not have to handle the watches in his store.

Abbott kicks off its heavy advertising campaign for the new promotion May 13, with full-color ads in Sunday newspaper supplements all across the country. The Sucaryl Power Program, a self-help portfolio containing ad reprints, counter cards and more tie-in materials will be distributed to pharmacists.

Coupled with this heavy advertising on the local level, Sucaryl will also be featured in ads in *Reader's Digest*, *Ladies' Home Journal* and *National Geographic* during the coming months.

Mayor Smith

In our list of pharmacists serving as head of their city governments, we missed Oscar Smith of Pilot Mountain.

Oscar, having served two previous terms as mayor of Pilot Mountain, was recalled this past summer to the post when the town's mayor resigned.

"Glukor" Available in State

Piedmont Medical Specialties, Box 311, Greensboro, North Carolina announces distributorship in Virginia and North and South Carolina for Research Supplies, "Glukor" and "Glutest."

**R BOXES
AND
LABELS**

**E. N. ROWELL CO.
INC.**

BATAVIA, N. Y.

Representative

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Weddings

Miss Janie Anne Cannon of Wilmington and Jeremiah Thomas Gaylord of Winterville were married June 30 at Saint John's Episcopal Church, Wilmington.

Mrs. Gaylord is a rising senior at Woman's College, where she is majoring in home economics.

Mr. Gaylord, a UNC Pharmacy School graduate, spent two years in the Army and is now associated with a Kinston pharmacy.

Births

Mr. and Mrs. J. C. Southern of High Point announce the birth of a daughter, Mary Jo, on June 5. Mr. Southern is associated with the Mann drug stores of High Point.

A second son, Christopher Wells, joined the Hargett family of Washington on June 14. You will find Mr. Hargett (Pete to his friends and classmates at Chapel Hill) at the Tayloe Drug Company in Washington. Born June 24 at N. C. Memorial Hospital, Chapel Hill:

Katherine Effie Cocolas, weighing 7 lb 6½ oz. to Mr. and Mrs. George Cocolas.

Susan Andrako, weight 5 lb. 11 oz. to Dr. and Mrs. John Andrako.

Occupying the same suite, the two mother and two daughters are getting along beautifully.

Mr. Cocolas is completing his work toward a doctorate in pharmacy this summer, and Dr. Andrako was until recently a member of the staff of the School of Pharmacy.

James Lynn Hauss, son of Pharmacist and Mrs. Harry Hauss of China Grove, was born June 27.

Deaths

R. E. FOSTER, JR.

Ralph E. Foster, Jr., owner-manager of Foster Pharmacy, Inc., Greensboro, died unexpectedly on June 22. Burial was in Elizabeth City.

Born January 28, 1920, Mr. Foster was registered in 1941 following graduation from the UNC School of Pharmacy. Prior to opening the pharmacy in Greensboro

Remodeling or Building a New Drug Store?

Take advantage of our planning and Designing
Service

*Designers and Manufacturers
Drug Store Fixtures*

RAMSEY

Manufacturing Corporation
CHARLOTTE, NORTH CAROLINA

had worked in Marion with Tainter's, in Franklin, Virginia with Parker Drug and in Greensboro with the Elm Street Pharmacy.

LLOYD SHUFORD

Lloyd Durham Shuford, 57, pharmacist and president of Smith Drug Stores of Forest City and Rutherfordton, died June 23 of a heart attack.

A graduate of the UNC School of Pharmacy (1924), Mr. Shuford worked for a number of pharmacies in Western North Carolina before establishing Smith's Drug Store in Forest City about 20 years ago.

In addition to Mrs. Shuford, survivors are son, Grady Shuford, a granddaughter, three brothers and a sister. Burial was in Charlotte.

News Briefs from Justice Drug

Mr. Hubert L. Walker, wife and two children spent two weeks in the mountains of North Carolina. Ten days of this trip was spent at Montreat where Mr. Walker attended the Summer School for Presbyterian Leaders, the remainder of the time being utilized for rest. Mr. Walker is pharmacist and head of the City and Telephone Center department.

Mr. Wm. P. Brewer, vice president, and Mrs. Brewer attended the Civitan International meeting at Boston in June. Mr. Brewer is a vice president of the Greensboro Civitan Club.

Mr. Don L. Bowden, buyer of proprietaries and drugs, and Mrs. Bowden attended the meeting of Lions International at Miami during the latter part of June.

Mr. P. A. Hayes, president, and Mrs. Hayes spent a few days the first of July with Mr. T. S. Simpson and Miss Ann Simpson at the Simpson summer house at Belle Crusis. Mr. Simpson is a retired salesman from Justice Drug Co. Mr. and Mrs. Hayes also spent a week at the Breakers,rtle Beach, South Carolina in July.

The Wallace A. Sigmons are the proud parents of a baby girl. This makes two girls and two boys for the Sigmons. Mr. Sigmon is a buyer of Pharmaceuticals at Justice Drug Company.

Swindle Attempted in State

Some unknown party has been calling

members of The Pharmacy Class of 1950, representing himself as being Don Bennett of Albemarle, and asking that \$15 to \$20 be "wired" to Cleveland, Ohio "to help take care of a traffic violation."

Mr. Bennett has not been in Cleveland and would like to warn his former classmates not to fall for this swindle. We know Mr. Kiger of Shelby and Miss Tunstall of Havelock were contacted and perhaps there were others.

It is assumed the person working this racket has a list of the Class of 1950—perhaps a Carolina Annual. In any event, if you have been contacted for such a "loan," Mr. Bennett will appreciate your getting in touch with him: Mr. Donald L. Bennett, Box 903, Albemarle, N. C.

This matter has been turned over to the FBI.

Hospital Pharmacists Meet

The North Carolina Society of Hospital Pharmacists met in Asheville on June 30 with President A. J. Darling acting as host to the visiting members.

A report of the recent meeting of The American Pharmaceutical Association was given by James Mitchener, chief pharmacist of Cabarrus Memorial Hospital, Concord.

The Society's project of the year—"Accidental Poisoning of Children"—created a great deal of interest at the A.Ph.A. meeting, Mr. Mitchener reported.

New Pharmacies

Town & Country Drugs, Taylorsville. The owners are R. B. Campbell, Jr., Lewis M. Ferguson and others. Prescription service will be handled by Mr. Campbell and Mr. Ferguson.

Hospital Pharmacy, 612 Beaman, Clinton. George W. McLean, the owner; Charles H. Gaddy, pharmacist in charge.

Central Avenue Drug Center, 2611 Central Avenue, Charlotte. H. B. Jolly, the owner; Robert C. Huntley, pharmacist in charge.

Closed

Salemburg Drug Company, Salemburg. The pharmacist, Charles H. Gaddy, now in charge of the Hospital Pharmacy, Clinton.

Random Comments

By

W. J. Smith

• Pharmacist just back from the beach on return trip to the mountains: "Had poor luck so stopped at the fish market to QS for the home folks. Don't give me away."

• I never put out a garden any larger than my wife can take care of, which reminds me that "roses are red, violets are blue, but the ones I planted never grew."

• Do strikes pay? The recent Westinghouse strike involving 54,000 workers and lasting 156 days cost: workers \$107 million in wages lost; unions \$4 million in strike benefits; and the company more than \$290 million in sales lost.

• The 50th anniversary of passage of the Pure Food & Drugs Laws, now being celebrated, reminds us of this oft-quoted New York Post jingle: Mary had a little lamb, and when she saw it sicken, She shipped it off to Packing-town, and now it's labeled 'chicken'.

• Have you heard of that new organization, "Nicotine Anonymous?" If you are trying to quit smoking, and get to the point where life seems intolerable without a drag, you call a specified number—they will send somebody over to get drunk with you.

• In discussing the handling of narcotic drugs before 225 medical school graduates assembled in Raleigh for examinations, Dr. Amos N. Johnson of Garland warned that, if the group follows the average, 15 or 20 would lose their licenses for violations of the Harrison Act. Would the same percentage prevail among pharmacists who have equal access to narcotic drugs?

• A significant trend: Fifteen years ago 75% of prescriptions were filled by 20% of the pharmacies in the country; today 67%

of all prescriptions are filled by 70% of the pharmacies.

• Gossip: Letting the chat out of the bag.

• Papa bird is reported to have complained to mamma bird: "Can you beat it? Just about the time we get a little nest egg laid away more bills accumulate."

• This sign, which we saw displayed in a restaurant, reminded us of the fractional price signs favored by gas stations: "7 Bones, 25 cents," and in small letters "with meat, \$4.00."

• I understand folks up McDowell County way plan to declare Lake James "of limits" to W. A. Ward of Swannanoa, who catches pike by the barrelful, or perhaps to be more accurate, up to the maximum allowed by the law. W. A. has a fish lure sent to him by the Brechts of Minnesota Lake which the North Carolina pike seem to favor.

• Sign on the wall of a pharmacist's office: "Hurry plus worry equals bury."

• "Freckles would make a very respectable coat of tan if they could only get together."—Dr. G. Westbrook Murphy in the North Carolina Medical Journal, June, 195

• Most pharmacists agree this is an acceptable definition—A taxpayer is a person who does not have to pass a civil service examination to work for the government.

• Durham's Jimmie Casteel says a girl will know her onions will marry a man with lettuce and end up with carats.

• Tony (Two Ton) Galento, ex-prizefighter explaining why he seeks any theatrical role: "Since I quit the ring I learnt a lot woids. I ain't no dummy no more."

• Something we are waiting for—a lawnmower equipped with floodlight so the grass can be cut in the cool of the night, perhaps someone will come up with air-conditioned lawn.

GOODS ALL SOLD
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HERE WELL BOUGHT

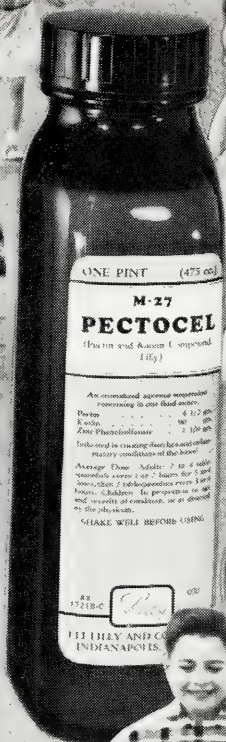
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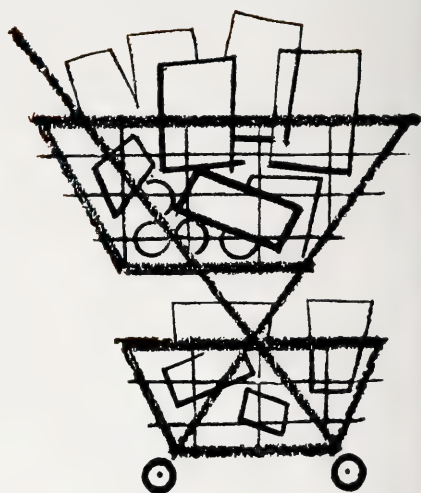
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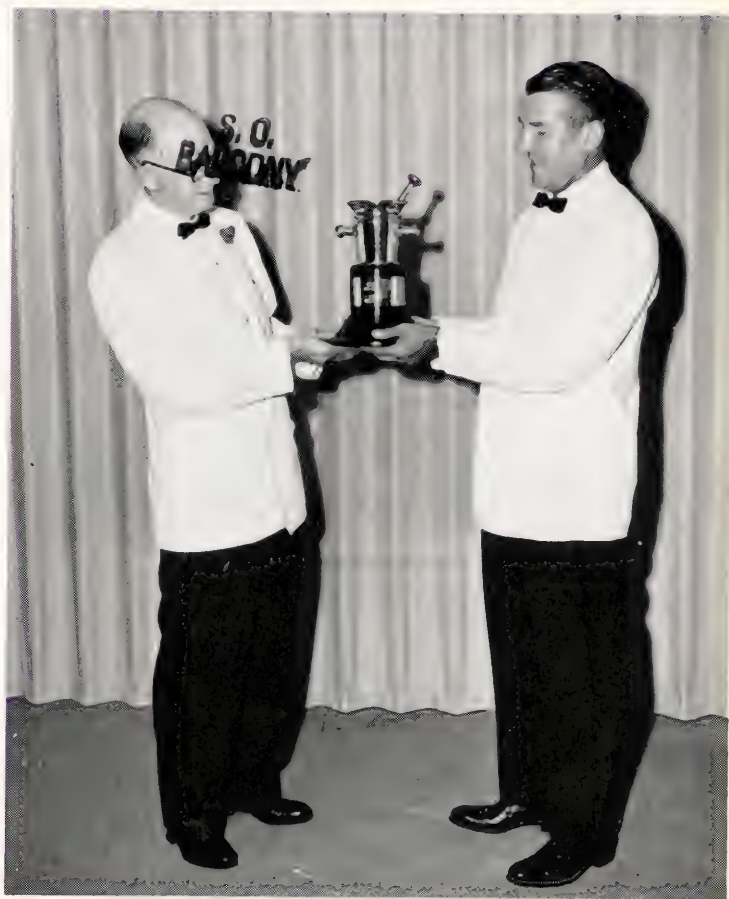
“The House of Friendly and Dependable Service”

Raleigh, North Carolina

The Carolina **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical Association at Chapel Hill, N. C.

AUG 18 1956



Wade A. Gilliam (left), North Carolina's Pharmacist of the Year, receives Mortar & Pestle Award from NCPA President Jesse W. Tyson.

Aug., 1956

XXVII Number 8

IN THIS ISSUE

- Pharmacist of the Year
- Plus Sales Through Service
 - How to Sell Greeting Cards
 - Blanton NCPA President-Elect

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An extensive advertising and detailing program is supporting your sales efforts. Is your stock adequate? Order from your Lilly wholesale distributor now.

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Calamine and Benadryl® Hydrochloride Lotion and Cream

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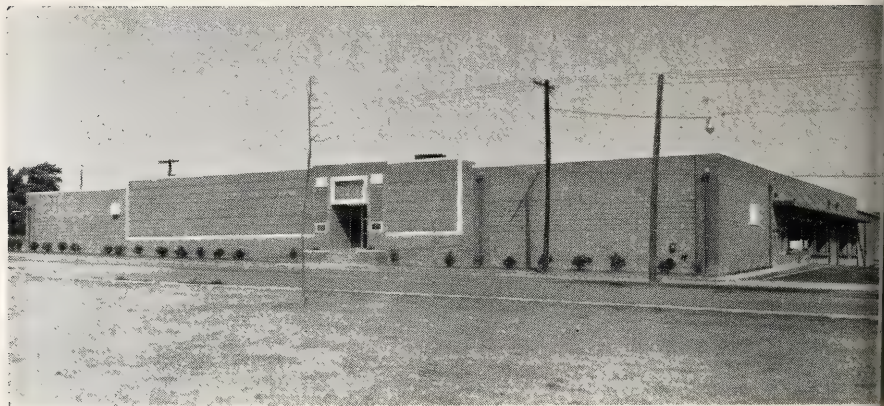
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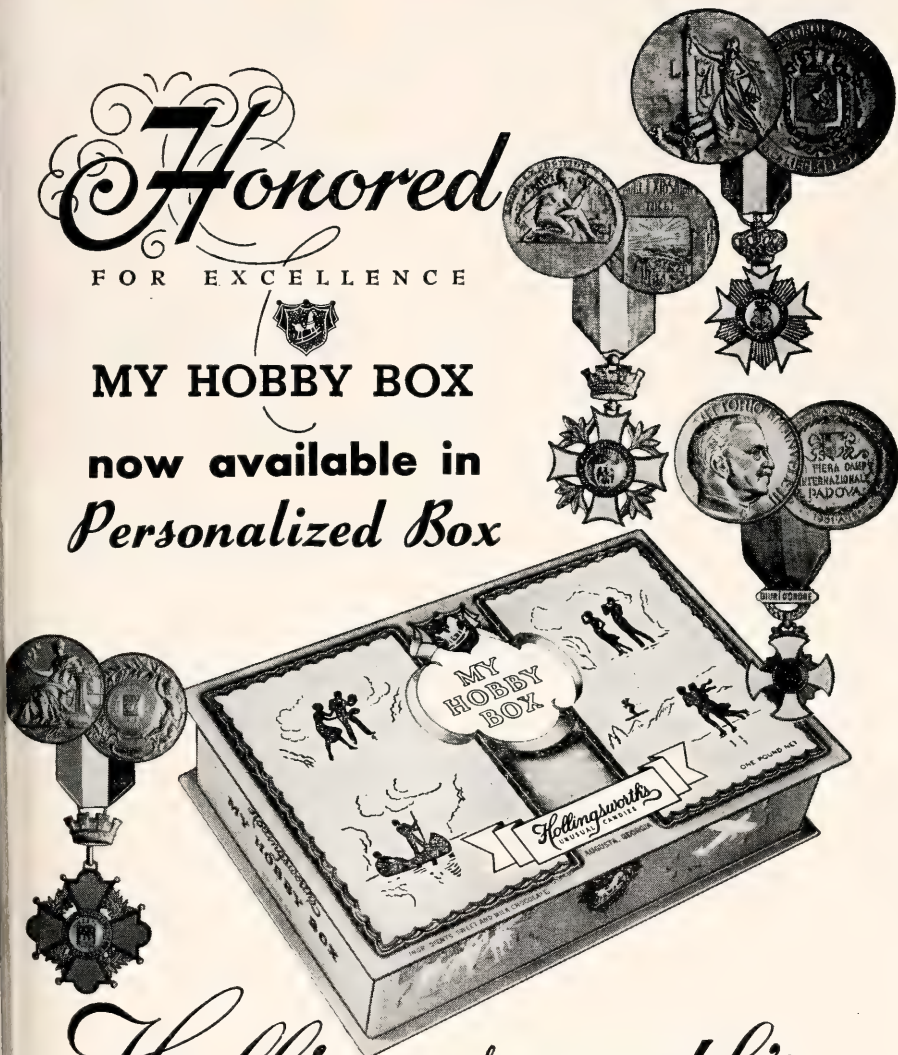
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Merchandise for Every Member of the Family**

**Door Prize Drawing for your Presence before November 1st.
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**Shopping for YOUR convenience by appointment on
Week-ends.**

TRY YOUR DRUG WHOLESALE FIRST



JUSTICE DRUG COMPANY

Greensboro, N. C.

DEPENDABLE SERVICE SINCE 1898

The Carolina JOURNAL OF PHARMACY

August, 1956

VOL. XXXVII No. 8

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Let's Fight Back

We commend Squibb's message, "Let's Fight Back," which you will find in this issue of the JOURNAL.

Squibb's plan will help you retain the vitamin business, which we are told is slipping away from retail pharmacies at the rate of 30 million dollars a year.

Briefly, Squibb's plan is put forth in four commonsense steps; (1) establish your pharmacy as vitamin headquarters, (2) display vitamins (with emphasis on "drug store vitamins"), (3) advertise vitamins, and (4) see that your sales force has the proper know-how selling techniques.

We have witnessed the inroads of the supers, the department stores, the door-to-door salesman on a long list of products formerly thought of as exclusively within the domain of the pharmacy. Now we are told vitamins are not drugs but "food supplements" and, from the evidence at hand, the non-drug outlets are having a field day at the expense of your cash register.

One military leader said battles are won "by getting there first with the most." Having been adequately stocked with vitamins for years, who wins the battle ought to be self-evident. But such is not the case. You have to stir what you got to get results.

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The newly elected president of the Southern Drug Stores Association is Paul B. Bissette, Sr., president of the Bissette Drug Stores of Wilson and Greenville.

Robert Martin ceased his association with the Walker-Boone Drug Company of Ahoskie on July 21, and, after a short vacation, plans to locate with another retail pharmacy in eastern North Carolina.

Alfred F. Cole, Jr., of Laurinburg took over management of The Roxboro Drug Company, Roxboro, N. C., on August 1.

Dale Adams, with the Mann Drug Store of Sanford for the past year, has accepted a position with the City Drug Store of Newton, owned and managed by Newton's mayor-pharmacist E. B. Clapp.

Cole's Pharmacy, Sanford, owned by John Terrell, is now officially "John's Pharmacy."

Robert Ham has accepted a position as pharmacist with Ray's Drug Store of Walnut Cove.

Richard V. Heath, formerly of Cove City, is a member of Company B, 3rd Battalion, Fort Jackson, South Carolina.

Bill and Jean Swan are making their home in Morganton. After successfully passing the Florida Board, Bill returned to the state to work with the Kibler Drug Store.

Joe Terrell Russell of Waynesville obtained his pharmacy license in Georgia on June 21. He plans to work in that state but we are trying to induce him to stay in North Carolina, where we think the op-

portunity is just as good as any southern state. Joe was last employed by Pinner's of West Asheville.

John Underhill is touring the New England States.

In mid-July the J. C. Jacksons of Lumberton visited the "Finger Lake District" of New York State. They were accompanied by Mr. Jackson's mother.

A few days after the Jacksons left Lumberton, their son, Buddy, together with some friends, took off for Boston and other northern points. We understand they had quite an experience by-passing New York City.

Atlanta's DeLamater, in July "Delagrams," featured Jimmie O'Daniel's Viewmont Pharmacy of Hickory as the "Drug Store of the Month." Apparently business is going along nicely for Jimmie as he says he "has been as busy as a one-legged cat on a tin roof."

Asheville's Jim Harrison, in late July visited Nashville, Tennessee in the hope of regaining some lost ground turned over to the Federals in 1864 or thereabouts. If there are any carpetbaggers left in Buncombe County, they ought to give Jim a wide berth.

David R. Davis, Williamston pharmacist acted as inter-club program chairman at the Roanoke Rapids Kiwanis Club inter-club meeting on June 28.

The July 23rd program of the Elizabeth City Cosmopolitan Club was presented by C. C. Turner. One of the pharmacy films produced by the Medical Division of the University of North Carolina was shown.

CECIL THE MAGICIAN

Druggist—Traveler—Ventriloquist
Magician—Hypnotist—Prestidigitator

Entertainment for schools, churches, clubs, banquets and lodges. Write, wire or phone for open date.

A. Coke Cecil
High Point, North Carolina

Wade A. Gilliam Honored Pharmacist of the Year

Wade A. Gilliam of Winston-Salem, North Carolina's 1956 "Pharmacist of the Year," was honored at a dinner held in Winston-Salem at the Forsyth Country Club on July 24. The dinner was sponsored by the N. C. Pharmaceutical Association in cooperation with the Winston-Salem Drug Club.

As "Pharmacist of the Year," Mr. Gilliam received the Association's "Mortar & Pestle Award," the presentation being made at the conclusion of the program by NCPA President Jesse W. Tyson of Greensboro.

Dr. Ralph A. Herring, Mr. Gilliam's pastor for 20 years, called him a man of

sincerity, integrity, business acumen, tact and "has an outgoing love of his fellow man." Such phrases as "the syrup of commonsense" and "tincture of good fellowship" were used by Dr. Herring to illustrate the admirable traits of the "Pharmacist of the Year."

Roger McDuffie covered Mr. Gilliam's professional life from the time he started to work as an apprentice with Abernethy's Pharmacy in Elkin to April 28 of this year when he concluded a second 5-year term as a member of the State Board of Pharmacy.

Some of the points covered by Mr. McDuffie included: A graduate of the School



PREPARES POWERFUL PILL—Wade A. Gilliam (center) looks over the 1956 Mortar & Pestle Award with the assistance of NCPA President Jesse Tyson (left) and James M. Darlington, who served as toastmaster at the dinner honoring Mr. Gilliam as "Pharmacist of the Year."



WADE AXOM GILLIAM OF WINSTON-SALEM
1956 Pharmacist of the Year

WADE A. GILLIAM HONORED

of Pharmacy, UNC, Class of 1925; president of his senior class; an employee of Townsend's Pharmacy, Red Springs, 1926-27; in partnership with an uncle, established Summit Street Pharmacy in Winston-Salem, 1928; president of the Winston-Salem Drug Club, 1940-41; local secretary of the 1942 NCPA Convention; has distinction of being only pharmacist in the state to serve two terms as president of the NCPA; an incorporator and director of the N. C. Pharmaceutical Research Foundation from 1946 to present; and a member of the State Board of Pharmacy for ten years, part of which time he was president of the Board.

The Rev. M. Hayes, superintendent of the Baptist Home for the Aged, praised Mr. Gilliam for his reasoned convictions, his high personal standards, his service to society and to his God.

It is interesting to note Rev. Hayes officiated at the wedding of the former Grace Lillian Cockerman and Mr. Gilliam in 1926.

Toastmaster at the dinner was James M. Darlington, General Manager of the O'Hanlon-Watson Drug Company and immediate past president of the Traveling Men's Auxiliary. In addition to handling the program details, Mr. Darlington introduced Mrs. Gilliam, the Gilliam's daughter, Peggy; a number of special guests, officers of the NCPA and members of the Board of Pharmacy, all of whom were present for the dinner, and others.

Mrs. P. W. Kendall, president of the Woman's Auxiliary of the NCPA, brought greetings from that organization. The TMA was represented by President Stephen T. Forrest of Greensboro, who read a telegram sent on behalf of the TMA by Secretary J. Floyd Goodrich of Durham.

After the official award was made, Mr. Gilliam's partner at the Summit Street Pharmacy, James A. Way, Jr., acting on behalf of the pharmacists of Winston-Salem, presented the "Pharmacist of the Year" with an engraved watch, signifying the high regard in which he is held by his coworkers.

A former recipient of the award was present—Charles M. Andrews of Burlington, who was similarly honored in 1952.

The dinner tables were beautifully decorated. At the head table an elaborate arrangement of red gladiolus with a white mortar & pestle in the center helped to add pharmaceutical significance to the occasion.

Press coverage of the event was good, the local paper carrying a number of news stories. The Associated Press sent out a statewide story and part of the program was televised by the local TV station.

A few days after the dinner, Mr. Gilliam's local paper had this to say editorially about the "Pharmacist of the Year":

Deserved Tribute

Richly deserved tribute was paid to Wade A. Gilliam by his fellow druggists when they named him North Carolina's "Pharmacist of the Year."

Mr. Gilliam has a long record of service to the public in Winston-Salem, and this community can share the high regard of him which the North Carolina Pharmaceutical Association displayed in choosing him for the annual award.

In addition to running his business and taking an active part in state and community pharmaceutical organizations, Mr. Gilliam has given his time and energies

(Continued on page 368)

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AND PHYSICIANS

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42-54 BENNETT STREET THE RIGHT LABEL RIGHT AT HAND BRADFORD, PENNA.

Ralph M. Crosson, Representative

P.O. Box 475, Columbia, S.C.



**LET'S
FIGHT
BACK!**

It's high time.

When door-to-door salesmen, medicine mailmen, supermarkets and other non-drug outlets start taking over the *vitamin* business, it's time to draw the line.

If any group of non-prescription products unquestionably can and *should* be dispensed exclusively through drugstores, it is vitamins. *You, the pharmacist, are the member of the community qualified to dispense products that concern the public health.*

Yet non-professional outlets have not only *started* to take over this important market... they are *doing* it year by year and month by month, consistently expanding their share of total sales. In ten years non-drug outlets reduced the drugstore percentage of total vitamin sales from 83.5% to 73.3%. This means that retail druggists lost a potential of 30 million dollars worth of vitamin business in 1955!

What Can We Do?

Plenty. This time we are in a position of strength. There are many strong, positive measures at our disposal to stop this trend, reverse it and establish the vitamin business firmly where it should be... in the drugstore.

How to Fight

Basic objective: to strengthen and establish the drugstore once and for all as *vitamin headquarters for the entire community*. When Mrs. Housewife thinks of vitamins, she should think of *your store*.

Specific steps: first and most important, all sales personnel, both professional and non-professional, must sincerely *believe* in vitamins. No program based on insincerity or pure commercialism can be truly effective. The critical importance of vitamins in meeting the

nutritional requirements of the body has certainly been well established.

Secondly, your store must *look* like Vitamin Headquarters. This means window and interior display. Better yet, a Vitamin Department. The House of Squibb stands ready to provide important assistance in the form of well-designed, ethical display material.

The third step is individual store *advertising*. Newspaper advertising is important, but there are other excellent opportunities that should not be overlooked. Leaflets can be inserted in your bills and statements. Squibb can supply you with such material...or you can prepare your own. A personal letter to your customers will help produce results.

The fourth and last step is extremely important. It is a *definite vitamin sales training program* for all sales personnel. You may be sure that door-to-door peddlers of vitamins, with no professional background of any kind, are well prepared to give glib answers to the most common questions about vitamins. Certainly no establishment can really be Vitamin Headquarters until everyone in the store can provide intelligent, accurate answers to customers' questions on the subject.

Squibb can be of great assistance in this important part of your program. Squibb offers a carefully prepared *Vitamin Sales Training Course*, and Squibb representatives will be glad to work with you in planning the details of its administration.

* * *

It's not—*yet*—too late. And certainly in the field of vitamins, the profession of pharmacy has powerful natural weapons at its disposal. We can and *should* keep the dispensing of these products where it belongs. *Let's fight back!*

SQUIBB *quality...the priceless ingredient*

**ALKA-SELTZER
PRESENTS...**



News of the World

WITH

**JOHN
CAMERON
SWAYZE**

NBC-TV

**Another BIG increase in the BIG advertising
program promoting the sale**

of Alka-Seltzer®
in your store

BRAND

**ALKA-SELTZER television
and radio advertising
will now reach 9 out of
10 of your customers!**



**MILES LABORATORIES
ELKHART, INDIANA**

*Partner of the
Retail Druggist
for more than 70 years*

Creating Plus Sales Through Service

I have spent almost fifty years working in and operating a drug store in a small country town, my home town, of less than fifteen hundred people. During this past half century, the history of the world has been rewritten, maps have been redrawn, and mankind has surged forward to new heights. We are living in a new era, as different from our forefathers as day is from night. And we, in the drug business, have witnessed this great change from a ringside seat. We have seen from this vantage point, the hopes and aspirations, the happiness and contentment, and the sorrow and despair of our fellowman. At times our hearts have been filled with joy. At others we have been seared to the soul by this spectacle of every day life.

The "corner drug store" is an American institution. No other place of business has so much common appeal, and its name or symbol beckons like a light in the night. It is a meeting place for both young and old, a crossroads of our way of life. It is a store supervised by a professional man, trained to do a job. And people expect, not only from him, but from his sales force, friendly advice and expert service.

Service and plus sales go hand in hand. If we give the one we will receive the other. There is no magic formula for creating business. It is a matter of thought, planning, hard work and common sense. We all advertise, run special sales, and use other promotions to get people into our stores. After we get them there, the way we act and the things we say and do count most. If we are to make customers out of these people we must be sure they get the kind of service they deserve and have a right to expect.

In the operation of a successful service drug store there are a few basic fundamentals that should be our guide:

1. A well rounded stock of merchandise, clean and well displayed.
2. A well-trained personnel.
3. A friendly attitude.

The time has long passed when an up-to-

date drug store can be operated as a hit or miss proposition.

We must have the right kind of merchandise to sell. We should have that forward look and anticipate the wants and needs of our customers. Months before the end of the year we should start planning for the New Year by analyzing what is new and keeping up with the trend of the times. A list should be prepared of all the special days for every month of the year and have things for these special occasions well beforehand. We must read our drug journals, watch television, listen to the radio, read the newspaper advertisements and be alert to what is coming up, for we cannot afford to be caught short. Not only should we have a good assortment of merchandise, it must be well and attractively displayed.

We all have hot spots in our stores when items move faster. In these hot spots do not put hard stock or slow sellers. Fill them with fast selling nationally advertised brands. They are our bread and butter, fast turnover and no loss. If we attract our customers with this class of merchandise they will naturally buy other items as well. Play ball with the National boys who play ball with you.

In these changing, and highly competitive times, a trained sales force familiar with our store and stock is a must. For instance: If we have a call for a flashlight bulb the correct voltage must be sold; a call for a cleansing cream for a dry skin or for an oily skin, suggest the proper texture cream. On a call for a cough syrup for a small child or a vitamin preparation for an elderly person, recommend a good product, one that you would use in your immediate family. We must never try to substitute or force on our customers some controlled brand that we might have. It is not good business practice. Exclusive lines are fine for open call, but we should not let our enthusiasm for them overshadow our better judgement. Try to sell what our patrons want or think they want. People naturally like to sell themselves.

(Continued on page 338)

PLUS SALES THROUGH SERVICE

(Continued from page 337)

In selling there is nothing that will take the place of a smile and a happy good morning. A kind and friendly attitude can and will sell more merchandise for us than anything else we might do. It is delightfully heartening to hear, "this is such a friendly store."

I shall never forget a story a friend told me years ago. It happened in 1916. He had just finished school and passed the state board in November. He did not have a job until the first of the year. A drug store in a nearby city called and asked him to come and work with them four weeks before Christmas. He did. It was by far the best store he had ever worked in up to that time. They had a nice line of holiday items. It was the day before Christmas and it was snowing. The door opened and in walked a middle aged lady wearing a shawl over her shoulders. He went to meet her, brushed the snow off her, and remarked what a wonderful snow it was and what a happy Christmas it would make.

She said: "Young man, you are new here." He introduced himself and told her where he was from. They became very friendly. Finally they got around to the business at hand. He took her over the store showing her gift items. She purchased \$49.50 of presents. That doesn't sound big now but it did in 1916. When the lady left, the boss and other clerks wanted to know what happened. They told him that she had always been a perpetual looker and had never bought anything before.

During the years since I have thought many times of my friend and the lady with the shawl. I learned from this that a friendly attitude is the best aid to selling.

As we pass by on our journey through life it is the little things we do, the kind and thoughtful acts we perform, that are remembered most. It is the same in the drug business. If we look after small things in our stores, the larger ones will almost always take care of themselves. The small services we give and the kind things we say and do are long remembered. They will pay off in dollars, but more important, they



LANCE STANDS OUT

IN QUALITY
IN PROFIT
IN CONSUMER
SATISFACTION



will pay dividends in friendship. And that is the most valuable commodity on the market. It is something that cannot be bought.

Here are a few small services that a good many drug stores give:

1. Treat all your customers courteously, honestly, and fairly, and be especially nice to children and considerate to elderly people. A child's first impression usually lasts through life and when an elderly person says something kind about you people listen.

2. Any purchase a customer makes keep in confidence; do not broadcast your business dealings.

3. Speak in a moderately level tone and listen intently to your customer's call. It is very embarrassing sometimes to wrap up the wrong item.

4. Gift wrap all presents, free. This service costs very little.

5. Furnish daily newspapers to your local hospital. You will be surprised how much they are appreciated.

6. Be able to furnish instantly the phone numbers of the doctors, dentists, nurses, ambulances, police department and fire department. Keep a list handy.

7. Have some baby record books imprinted with your store name to give to mothers of new born babies.

8. If you happen to be near the front door of your store, open it for incoming and outgoing customers. By all means do this if they happen to have an armful of packages.

9. Be sure your store clock is right. It is remarkable how many people call requesting the correct time.

10. Keep a schedule posted of all high school football, basketball, baseball, and little league games. Most people are interested in what the young people are doing.

11. When making a refund do it gracefully.

12. Take part in any undertaking that is for the betterment of your town or community.

13. Have some balloons imprinted with our store name to give to children on special occasions, and when they are sick.

14. Encourage people to leave messages or packages with you to be called for. Be sure you do not forget, make a notation.

15. Furnish a plug of cotton with sales of toothache drops and oil of cloves.

16. Keep a bottle of ink and a can of lighter fluid handy.

17. Operate a free check cashing service. It takes extra capital and you are taking lots of chances. In the long run it will pay off.

18. Answer the telephone with a pleasant good morning or good evening, announcing your store name, your name.

19. Have a hobby, but do not let the tail wag the dog. Hobbies are good for us if carried out in the right way. Keep several books on your hobby in the den, by your bed and in the bath room. Not only does it relax you, it is a lot of fun. Be an expert on something besides your drug business. It will make friends and customers of people of like tastes.

Do you have an adequate stock of



for Summer selling?

Never before in our 76-year history have sales expanded so fast on any of our products. Every month Soltice sets new selling records. And that demand will continue to grow this Summer with people asking for Soltice to relieve rheumatic aches, the pain of sore muscles, minor sprains and bruises, aching feet, and non-poisonous insect bites.

Do you have an adequate stock of Soltice for Summer selling? If not, mail your order today. It'll get prompt attention.

**THE CHATTANOOGA MEDICINE
COMPANY**

Chattanooga 9, Tennessee

For seventy-one years

- - - - since 1885

SEEMAN

OF DURHAM

Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-seventh volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA

Publication Suspended

Announcement of the suspension of publication of the *Friday Night Elixir* has been circulated among the subscribers and other interested persons.

We hope this suspension is but a temporary one, as the publication did an effective job throughout the area of its coverage. National and state leaders, familiar with the *Friday Night Elixir*, acclaimed it to be one of the best, if not the best, local drug bulletin in the nation.

Jim Harrison brought the *Elixir* into existence, nursed it along during its early days by writing the copy, setting the type, printing and mailing it throughout the state.

If Jim had been paid for his labors, he and his family would certainly know the difference in their bank account. But such was not the case. All advertising and subscription revenue went for paper, ink and postage.

Members of The Western North Carolina Drug Club will determine the future of the *Elixir*, but whether it is revived or not, we know Jim Harrison will be directing his energy into some project on the credit side of the pharmaceutical ledger.

V. F. Smith Retires

V. F. Smith, after twenty years with Searle, has retired from the company. He plans to sell real estate in Greensboro, where he has made his home since the mid twenties.

Mr. Smith is a native of Tennessee and a graduate of the St. Louis College of Pharmacy.

Negro Pharmacists Meet

Presiding officer at the August 2-4 meeting of the National Pharmaceutical Association in Detroit was York D. Garrett, colored pharmacist proprietor of Garrett's Drug Store of Durham.

An estimated 250 of the nation's 1,000 Negro pharmacists attended the meeting.

Eagle Scout Aided by 12 Pharmacists

The generosity of twelve pharmacists made it possible for Lee to go on a Canadian scout trip this summer.

Lee is an Eagle Scout. During the school year, he delivers papers to partly earn his way. In the summer, he works as a staff member of a scout camp, helping others up the scout ranks.

In the past, Lee has helped the boys prepare for the planned out-of-state scout trips, then watched as the busses departed for different sections of the nation.

Lee wanted very much to go on these trips, but funds were not available. His father, a polio victim, is unable to help. His mother is pressed to provide the essentials of life.

Some of Lee's scout officials thought he deserved a break—and he got it—thanks to

twelve North Carolina pharmacists, who not only provided the transportation money but some extra spending funds as well.

If the twelve pharmacists could have been present when the bus pulled out for Canada (this time Lee was aboard), they would have known they had done their good deed for the day.

One of the Best

Cliff Daniel of the Zebulon Drug Company received this letter from a customer:

Dear Drug Company, will you please fill this prescription for me and send it back real soon for I really need it bad? I don't have any way of getting down there. Your kindness will never be forgotten if you will do this favor for me. I know the Zebulon Drug Company is one of the best, so I am enclosing one dollar and ten cents for the medicine and mailing.



Rx IMPOTENCE¹

Glukor^{*}

(RESEARCH SUPPLIES)

EFFECTIVE IN 85% of 67 CASES¹
Acts Quickly...No Side Effects
Regardless of Age or Pathology
*Also Effective in Coronary Thrombosis²,
 Male Climacteric³ and Senility⁴*

1. Medical Times, March 1956. 2. N. Y. State Jnl of Medicine, March 1953. 3. Medical Times, October 1951. 4. Medical Times, March 1951.

----- TEAR OUT AND MAIL THIS AD WITH YOUR RX BLANK. -----

() Reprints () 10 cc. vial \$10.00 () 25 cc. vial \$20.00
 (Dose: 1 cc.)

Each cc. contains: Chorionic Gonadotropin 200 I.U.; Thiamine Chloride 25 mg.; L + Glutamic Acid 52.5 ppm.; Chlorobutanol 0.5%; Procaine Hydrochloride 1%.

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brand that**

SELLS...

**NORTH CAROLINA'S
OWN**

**PINE STATE
ICE CREAM**

A superior ice cream intensive-
ly promoted and merchandised
through Newspapers • Radio
Point-of-Sale • Television



**FOR FOUNTAIN
SERVICE
and
FOR TAKE HOME
SALES**

RALEIGH, NORTH CAROLINA

Pharmacists

Pharmacists licensed by the State Board of Pharmacy as a result of examinations given in Chapel Hill, June 18-20:

L. Dale Adams, City Pharmacy, Newton
W. R. Adams, Jr., Bissette's No. 1, Wilson
Dallas Lee Ammons, Innes St. Drug, Salisbury

John W. Andrews, Andrews Pharmacy, Winston-Salem

Raymond L. Creekmore, Pine St. Drugs, Lumberton

W. A. Dawkins, Jr., Thomas Drug Store, Dunn

Constance Difazio, UNC School of Pharmacy, Chapel Hill

William B. Ennett, Copeland Drug Co., Ahoskie

Floyd H. Evans, Tyson's Plaza Drug, Greensboro

Lester Jerry Fisher, Fisher Drug Co., Statesville

Oveda Fisher, Lane's Brooklyn Pharmacy, Wilmington

James F. Harris, Wilmington (negro)

Richard V. Heath, Cove City (in military service)

Charles W. Josey, Houser Drug, Cherryville
Nancy W. McQueen, Florida

Alfred H. Mebane, III, Franklin Drug, Greensboro

Carl P. Meroney, The Mauney Drug Co., Murphy

Brame P. Morrison, Morrison's Drug Store, Wilson

Barbara Norris, Presbyterian Hospital, Charlotte

Charles A. Norris, Mercy Hospital, Charlotte

Jerry D. Rhoades, Broadstreet Pharmacy, Southern Pines

James C. Robinson, Jr., Bissette's Greenville

Brownie D. Schaefer, Rose Pharmacy, Hendersonville

Robert L. Seabock, Northgate Pharmacy, Durham

Fred Lee Sherrill, Jr., Highland Drug, Hickory

Grady W. Shuford, Smith's Drug, Forest City

Russell G. Sigmon, H & W Drug, Newton

Roger H. Sloop, Hickory Drug, Hickory
 John C. Stalvey, Knightdale Pharmacy,
 Knightdale
 Edith W. Trosper, Duke Hospital Pharmacy,
 Durham
 Edsel F. Whaley, Overman & Stevenson,
 Elizabeth City

Roger Sloop of the Hickory Drug Company, Hickory, made the highest (91) score on the examinations. He was followed closely by W. R. Adams, Jr., Bissette's of Wilson, with an average grade of 90.

Reciprocity

Pharmacists registered by reciprocity from other states:

Richard Mock Brickle from South Carolina
 John Howard Gibson from South Carolina
 Betty Jane Jones from South Carolina
 Kenneth Joel Lavergne from Louisiana
 Darius Dewitt Stamey from Georgia
 Justin Arthur Altschul from Ohio
 Kermit Francis Wells from Tennessee

Pass Theoretical

These pharmacy graduates, mostly from the UNC School of Pharmacy, passed the theoretical examinations, but before license is issued, will have to complete the 12-month practical experience requirement and pass the practical examination:

Ernestine Baker, Hoffman Drug, High Point
 Harold Lee Ball, Stonestreet Drug, Winston-Salem

Ronald E. Barber, Cochran-Ridenhour Drug, Mount Gilead

Joseph P. Barbour, Jr., Melvin's Pharmacy, Raleigh

John M. Barringer, Flynn's Drug, Winston-Salem

Stanley L. Bialick, Forest Hills, New York
 Miriam L. Bland, Eccles Drug, Greensboro (negro)

Marcus Cameron, Hickory Drug, Hickory
 Gerald B. Charney, Brooklyn, New York
 Robert A. Coleman, Dailey's Drug, Reidsville

Valter N. Coley, City Memorial Hospital, Winston-Salem

Ierman W. Daniel, SC State Hospital Pharmacy, Columbia

Lewis B. Doyle, Jr., Reynolds Drug, Clinton

Charles I. Gidney, Raleigh (negro)

Wallace Godette, Havelock (negro)

Henry N. Graham, Loftin's Drug, Albemarle

James S. Greene, Community Pharmacy, Morganton

Stanley Grossman, Brooklyn, New York

Douglas W. Isaac, Sutton's Drug, Chapel Hill

Sara Alice Jackson, Rex Hospital Pharmacy, Raleigh

Thomas M. Keating, Martin's Drug, Canton

Zeb T. Keever, Jr., Economy Drug, Lincoln

Melvin Kendrick, Viewmont Pharmacy, Hickory

Van Hill King, III, Turnmyre's Drug, Mount Airy

Robert Stanley Kopp, Brooklyn, New York

Sara F. Lore, Tri-City Pharmacy, Kernersville

(Continued on page 368)

POWERS-TAYLOR DRUG COMPANY

Richmond, Va.



Wholesale Druggists

Importers & Jobbers

Druggists' Sundries & Fancy Goods



We solicit your orders

Our experience of over 70 years

insures our ability to serve you

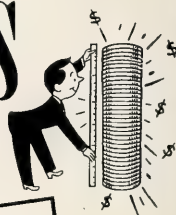
satisfactorily

you know, **BUT...**
do your clerks know?



larger unit sales mean

BIGGER PROFITS



display and sell
the **"FAMILY PACK"**

50 POWDERS
or
100 TABLETS



...a better value for your customer!

Blanton NCPA President-Elect

C. D. Blanton of Kings Mountain has been elected president of the North Carolina Pharmaceutical Association for 1957-58 and will be installed at the association's annual convention next spring.

Other officers-elect who were chosen in mail balloting, which has been underway for the past 30 days, are: W. D. Welch, Jr., of Washington, first vice-president; Sam W. McFalls of Greensboro, second vice-president; E. R. Fuller of Salisbury, third vice-president; and J. W. Tyson of Greensboro, currently serving as president of the association, member of the executive committee for 3-year term.

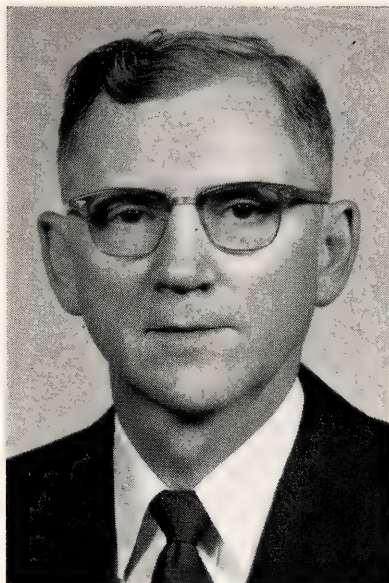
W. J. Smith of Chapel Hill continues as executive secretary of the NCPA and managing-editor of THE CAROLINA JOURNAL OF PHARMACY.

Frank W. Dayvault of Lenoir will be recommended by the association for re-commissioning as a member of the State Board of Pharmacy for a 5-year term.

Paul B. Bissette, Jr., Wilson; E. C. Daniel, Zebulon; W. B. Gurley, Windsor; and John C. Hood, Sr., Kinston, were elected directors of the N. C. Pharmaceutical Research Foundation.

Results of the mail balloting were tabulated and announced by a board of tellers consisting of David D. Claytor, E. R. Kinard, John A. Ranzenhofer and Robert L. Lane, all of Greensboro.

Blanton, president-elect of the association, is serving as vice-president during the current year. A native of Forest City, he graduated from the University of North Carolina School of Pharmacy in 1926. Now co-owner of the Kings Mountain Drug Company, he has taken an active part in the development of Kings Mountain and Cleveland County.



C. D. BLANTON

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AND
LABELS**

**E. N. ROWELL CO.
INC.**

BATAVIA, N. Y.

Representative

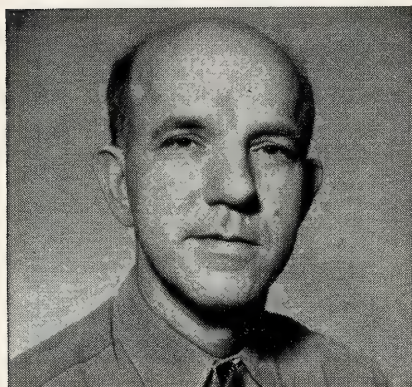
M. C. GRIER

1110 Ann Street

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Telephone 1353-L

outsells all others



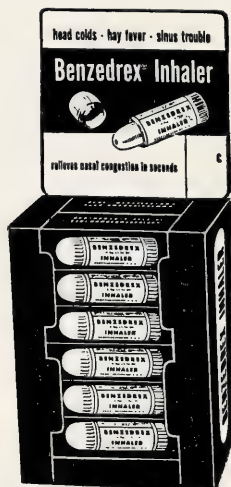
JEFFERSON, TEX. "Since giving 'Benzedrex' Inhalers permanent and prominent display, we have noted a four to ten time increase in the daily sales of this all-season item, which is now outselling all other inhalers."

Edward E. Taylor

Edward E. Taylor
City Drug Company

**double your sales of
BENZEDREX* INHALER
with the new display carton**

*Smith, Kline & French
Laboratories, Philadelphia*



*T.M. Reg. U.S. Pat. Off.

News Briefs

Irvin J. Pruitt of Dunn has accepted a position as pharmacist with the Talton Drug Store, Angier.

O.K. and Wayne Richardson celebrated the opening of their newly remodeled fountain and luncheonette setup in Boone by giving away ice cream and blow gun plus free drinks (soft, that is) to Rx customers.

Like Jacksons' arrangement in Lumberton at The Hedgpeth Pharmacy, the food end of the pharmacy is in a separate but adjoining building.

Mr. and Mrs. Winfield Rose of Greensboro (McDuffie-Eubanks Drug Company) toured the New England States during a mid-July vacation.

Graham King has joined the K & F Drug Store, Fayetteville, as pharmacist. He has just completed two years of military service.

NCPA President Jesse Tyson and family of Greensboro spent a recent two weeks' vacation at Myrtle Beach. The Jimmy Ways of Winston-Salem joined the Tysons for the first part of the vacation.

Marion's J. Hugh Fletcher is now with the Walgreen Company in Wilmington.

G. G. Buchanan, MSR for Parke, Davis & Company in the Greensboro area, was recently installed as president of the Hamilton Lakes Civitan Club.

Salisbury's Stamey Carter, doing relief work in the state, was located in three N. C. towns during 7-day July periods: Ray's Drug Store of Walnut Cove, Shields Drug of Carthage and the Catawba Pharmacy of Belmont.

J. L. Alderman has moved his drug store from Garner to Rolesville (near Wake Forest).

Recent addition to the pharmacist's staff of Pike's Drug Store, Concord: James H. Harper, formerly of Hamlet.

The T. R. Coles of Sanford are touring Canada. "Had some interesting visits with pharmacists" says Mr. Cole on card mailed from Montreal.

Spokesman at the July 12 meeting of the Pitt County Medical and Dental Societies was Jarvis Alligood of Greenville. His subject: Narcotics.

Ed Superstine, former Duke Hospital pharmacist, has moved to Oak Park, Michigan.

"Fabulous Diet" Ups Vitamin Sales

An interesting observation on this month's editorial, "Let's Fight Back."

Some pharmacists are already fighting back. Witness a certain pharmacist who loses no opportunity to retain his rightful share of the drug business.

Immediately after the "fabulous diet" was publicized by a national publication, customers began showing up for dextrose and corn oil, neither of which are stocked in any appreciable quantity by the average pharmacy.

Going into action, the pharmacist soon had 100 pounds of dextrose in stock along with an adequate quantity of corn oil.

Calling all his employees together, he instructed them about the diet, what would be needed, and most important, suggested that vitamins be sold with the dextrose-corn oil.

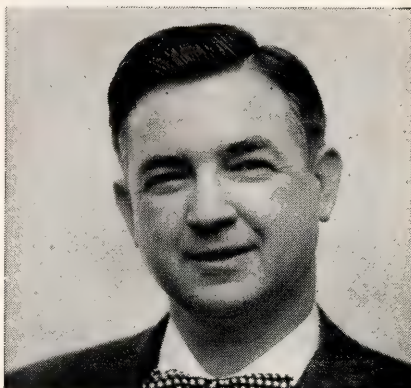
Was the plan successful? Well, within one week this particular pharmacist cleared out his entire stock of a well known line of "drug store vitamins." Not a single customer failed to purchase the suggested vitamins, which indicates what can be done when you stir what you got.

Reunion Party in Hickory

A number of the UNC Pharmacy School graduates of 1956 had a reunion get-together party in Hickory over the weekend of July 28.

Present were Mr. and Mrs. Roger Sloop, Mr. and Mrs. Marcus Cameron and son, Mr. and Mrs. Melvin Kendrick, Mr. and Mrs. W. R. McDonald, Zeb Keever and Arthur Schlagel.

"produces many new customers"



MEMPHIS, TENN. "The 'Benzedrex' Inhaler is consistently a good seller, the year round. The display carton produces many new customers and has greatly increased my sales."

William M. Hoagland

William M. Hoagland
1285 Latham Ave.

double your sales of
BENZEDREX* INHALER
with the new display carton

*Smith, Kline & French
Laboratories, Philadelphia*



*T.M. Reg. U.S. Pat. Off.

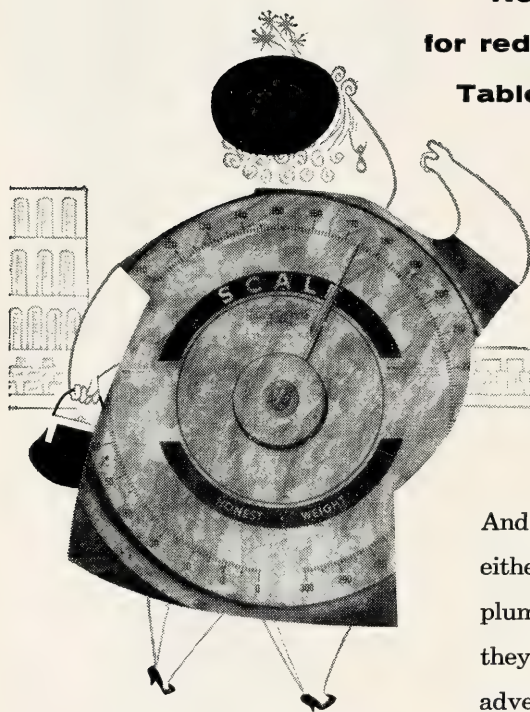
WEIGHT WATCHERS

ARE OUT LOOKING

FOR Sucaryl®

**Non-caloric sweetener
for reducing and diabetic diets**

Tablets • Solution • Powder



And it's not just the fat ones, either. The chubbies, the plumps, the stouts, the so-so's—they're all out. The new national advertising is part of it, of course. But it all goes back to the product itself: *A non-caloric sweetener which actually and absolutely cannot be told from sugar in its normal use.* It's as simple as that.

Abbott

How to Sell Greeting Cards

Durham Drug's James R. Casteel sells thousands of high-quality cards each year. His dollar volume from this department exceeds gross return of many Rx departments. Here he tells you how he does it.

A well-stocked, properly located greeting card department, supported by continuous advertising, can be one of the most profitable departments of the drug store. Certainly, we have found that to be true in the case of the Durham Drug Company, a downtown semi-self-service store with the usual departments.

What I have to say about establishing and operating a greeting card department may not be fully adaptable to all types and sizes of drug stores, but the basic principles may be utilized, whether you sell one thousand, ten thousand, or a hundred thousand cards a year.

I have no magic formula to give you; nothing that will immediately increase your card sales by a hundred or a thousand percent. However, if you will adopt a few tested merchandising aids which are readily at hand, I am confident you will be pleased with the results.

In 1947, when I assumed management of the Durham Drug, the store, like so many others, had one small display stand for cards—cards which were on the dusty side, some having seen better days. One soon got the impression the store's turnover in cards was something less than noteworthy.

In surveying our store layout, we decided that additional space could be allocated to the card department, and that we would center greater attention on this department than had been done in the past.

Our first step—and this is essential—was to purchase a line of *quality* cards.—We were satisfied only with the finest cards with a distinctive reputation. If you go into the card business, go into it at a level which will enhance the prestige and appearance of your store. Only quality cards will do this.

Obviously, our next step was to secure additional display cabinets. At first, we added a few 4-foot cabinets. Later, as our

card column reached new peaks, we added cabinets until today we devote 32 linear feet of selling space to this one department.

Normally, we keep on display about 1200 different styles and varieties of cards, plus an operating stock, some numbers of which are purchased in the hundreds to take care of business houses, industrial offices, etc., who buy in large volume for various occasions.

In addition to giving proper display to the cards, we find it desirable to advertise consistently, by means of our local paper and radio, window displays and streamers, inserts in monthly statements, and the like.

Another essential for the operation of a profit-producing card department is to assign its maintenance and general supervision to an employee, one who will take a special interest in the cards, see they are always kept in neat and orderly arrangement, and who knows the location of all cards by classification. Without this supervision, it is doubtful whether you would be justified in making the investment necessary to properly establish such a department in your store.

And, needless to say, the department should be well lighted at all times, accessible to your traffic route, but with space to permit your customers to browse.

In the installation of this quality card, selective buying was used. Never have we accepted "combination packages," "deals," etc. All cards are purchased after individual consideration of each style. In this manner, we evade a high inventory of unpopular cards. As your experience in this department grows, card buying can be predicated on the wants and desires of your customers. You can control your inventory by knowing which cards sell, and in what amounts. As someone has said, "If there

(Continued on page 350)

HOW TO SELL GREETING CARDS

(Continued from page 349)

is only one canary in the neighborhood, don't put in a gross of bird seed."

In the prominence given special-occasion cards such as Christmas, Valentine, Easter, and Mother's Day, don't forget the importance of every-day cards such as birthday, congratulations, and so on. This business is a 12-month, 365-day proposition, and it's yours if you are willing to work for it.

In the Fall, special albums containing samples of Christmas cards—better quality, more expensive—are received from the manufacturer—and "loaned out" on an over-night or weekend basis to customers who normally purchase Christmas cards by the hundreds. By permitting the customer to examine the cards in his leisure time, sales of \$25, \$50 and upward, are obtained. A schedule for lending the albums is kept and rigidly adhered to. Usually the delivery boy leaves the albums with a customer on his evening delivery, and picks them up on the first delivery the following morning. In this way, the albums are available in the store during the day for drop-in customers.

While most of the album cards are imprinted by the manufacturer, we offer a "personalizing service" on other cards, on napkins, on match books, stationery, and similar items. We offer this in a variety of colors, and in monograms as well as one or more printed lines. The machine which we bought for this purpose and the various styles of type needed, cost between \$200 and \$300. A fast competent person is needed for its successful and profitable operation. Personalization of items, however, very often *make* the sale!

Our cards are priced from 5 cent to \$5.00, with the greatest emphasis being in the 25 cent and upward area. For a quality card, you will find the public ready and willing to pay—not a premium price—but a price in keeping with the high standards maintained by the better greeting card houses. The \$5 cards are Valentines and are purchased usually by some of the boys who wish to declare their sentiments by way of someone else's well-chosen words.

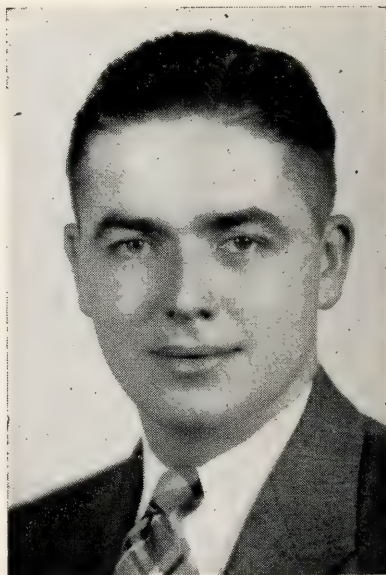
Since putting greater emphasis on the card department, we have found an additional benefit—the increased sale of gifts for all occasions. Candy is an appropriate item to go with a suitable card. And perfume, cosmetics, and many other items to be found in any well-stocked drug store lend themselves to this companion selling.

We offer a gift wrapping service, or, if preferred, the customer may purchase his own wrappings from our stock of correlated papers, enclosures, ties, etc.

An outgrowth of our card department is a "party room" wherein such supplies as napkins, table covers, party hats, nut cups, and favors are sold. This new department, which has been in operation for about two years, grew out of frequent requests for party supplies which we did not stock, and which apparently were not readily available in our trading area.

From a small beginning, our "party room" now is extensively stocked to take care of the needs of the customer who is entertaining a small group or a large party of 500 persons or more.

A word of caution: stock the unique the different—and be constantly on the



JAMES R. CASTEEL

alert for the new look. Party success is frequently determined by the party accessories—and a complimented hostess returns time and time again. And—the guests will often go out of their way to locate the source of the hostess' party supplies.

In our card department, we are watchful for customers buying party invitations. We then suggest they visit our "party room" for favors and other supplies. When this need has been taken care of, we then suggest candy and nuts. Such combination sales of \$50 or more are not too infrequent.

Competition is no drawback. Located in our immediate area are—sizable card departments, and within the city limits of

Durham there are at least 22 businesses offering cards of one kind or another. And, of course, at Christmas we have the usual competition of house-to-house sales people. Yet our card volume continues to grow, and the related departments are bringing in addition dollars.

Yes, there are profitable dollars in the card department, provided it is:

1. Properly located in the store
2. Stocked with high quality cards
3. Intelligently and constantly supervised
4. Advertised and promoted.

You can get your share of these dollars by careful planning, just as others are doing, and have done in the past.



Twelve hundred cards on display at the Durham Drug Company, Durham, North Carolina. Frequent turnover spells nice net profits for the owner, James R. Castell.

The Story of De-Wart-Em

By HARRY RICE, Charlotte

If you have a product you want to put on the market, some of the elements to be considered are the formula, the name and label and approval by the Food & Drug Administration.

Since we went through all this with our product, "De-Wart-Em," perhaps we can be of some assistance to others.

We had a mixture of salicylic acid and lanolin, recommended for application to cow's teats and udders as a wart remover. The preparation was not too successful. Something happened to change this.

We made an unusually large sale of a cosmetic item. On inquiring, we found it being used by the customer as a veterinary wart remover. Such sales result from the fact the rubber cups used in connection with vacuum milkers will not function on warty teats.

This cosmetic liquid proved to be an active wart remover. To this liquid, which we call our base, we add acetic, trichloroacetic and salicylic acids. A coined trade name, "De-Wart-Em," was selected for the preparation.

On experimental use, we found "De-Wart-Em" to be selective, affecting only warty tissue with no allergic reactions. The preparation, when applied and rubbed in, is absorbed by the skin, leaving a dry surface.

We selected "Ontario Chemical Company" as the name of our firm to produce "De-Wart-Em." Our advertising theme was built around "Hortense, The Happy Heifer Prefers De-Wart-Em." The artist's conception of "Hortense" looked like Elsie's young sister.

Sample labels and pamphlets along with the formula were sent to the Food & Drug



HARRY RICE, Charlotte Pharmacist

Administration in Washington. At the same time, we asked Mr. George Frates, Washington Representative of the National Association of Retail Druggists, to assist us in clearing the preparation through FDA. This he did very efficiently.

Now the big job began: Advertising, sampling, distribution. We told the "De-Wart-Em" story to county agents, agricultural teachers and to the general public at county fairs.

We advertised in "Hoard's Dairyman," the magazine all dairymen read. Local radio was tried also.

Stocks were placed with drug jobbers in several states. We were on our way.

We tried "De-Wart-Em" on human skin and found it could be applied to wart areas without danger to healthy tissue. New labels were printed and submitted to the Food & Drug Administration through NARD's Washington Office.

About this time a man came to us with a left hand completely covered with large warts. He had tried many wart removers including trichloroacetic acid. After two weeks' treatment with "De-Wart-Em," his left hand was as smooth as his right hand.

The results were so pleasing, the man let use a picture of his wart-free hands. We used the line: "Which Hand Had the Warts."

Originally, "De-Wart-Em," was packaged in glass applicator bottles. Now the product is put up in plastic bottles with a self-applicator tip. It is non-breakable and easy to use.

We believe "De-Wart-Em" to be the world's best and safest wart remover.

We hope our experience in developing and marketing a preparation will encourage other pharmacists to do likewise. It has been an interesting experience and profitable, too.

Remodeling or Building a New Drug Store?

**Take advantage of our planning and Designing
Service**

*Designers and Manufacturers
Drug Store Fixtures*

RAMSEY

**Manufacturing Corporation
CHARLOTTE, NORTH CAROLINA**

**82 MILLION
PACKAGES
A YEAR...**



HEADACHE

NOTHING BETTER—NOTHING FASTER

**Manufactured exclusively
in North Carolina
Since 1910**

B. C. Remedy Co. DURHAM, NORTH CAROLINA



THE WORLD'S FINEST SALTED NUTS

Fresh From Our

Double Kay

NUT SHOP

DEPARTMENT [®] **KK**

The leading drug store owners in your state will tell you the Double Kay Nut Shop is producing more sales and profits than any item in the drug store occupying similar space.

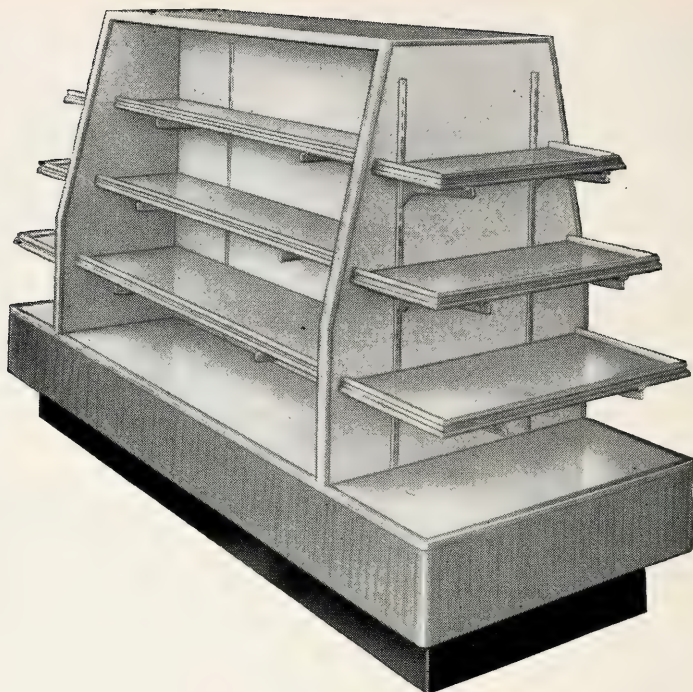
IF—you have a clean, first-class drug store, let us reserve a Nut Shop for you.

THE KELLING NUT CO., 2800 W. Belmont Ave.

Chicago 18 Illinois



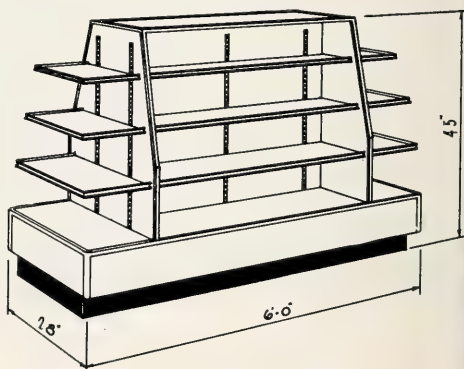
LEDERLE HONORS TANTER—In recognition of having filled one million prescriptions, Dean Tainter of Marion (second from left) receives Lederle Citation from NCPA Secretary W. J. Smith, who made the presentation on behalf of Lederle Laboratories. Present during the ceremony were E. E. Thomison of Charlotte, district manager, and John Morrison, Lederle's MSR in the Marion area.



GK-2846 CENTER AISLE GONDOLA

Ideal for self-service displays on all four sides. Can be used effectively in narrow stores where all around traffic aisles are desired. Companion units are available to suit your particular needs. Mail coupon for complete new free catalog just off press.

Send Catalog	<input type="checkbox"/>
Send Sales Engineer	<input type="checkbox"/>
Send Layout Sketches	<input type="checkbox"/>
<hr/>	
Name.....	
Address.....	
City.....	
State.....	



GRANT E. KEY, INC.

Manufacturers — Distributors

LYNCHBURG

VIRGINIA

Random Comments

By

W. J. Smith

- Sign posted in lobby of a hotel: "If you plan to smoke in bed, do these things: (1) Inform the hotel desk where to send your remains; (2) Leave a list of your nearest relatives; (3) Leave your last will and testament with the clerk; (4) Check your insurance policy, making sure premium is paid."
- The Mast Store at Valle Crucis pays \$16 a pound for Ginseng Root. The price is understandable in the face of strong demand from China, where the root is said to make the sick well, the weak strong, the timid brave, bring luck to the unlucky, courage to the faint of heart and babies to women.
- Diet-reducer to drug clerk: "Aren't you the fellow who sold me the reducing pills a few weeks ago?" "I sure am," smiled the clerk. "Well, tell me about it again," said the customer, "I get so discouraged."
- From the *Pennsylvania Pharmacist* we lift: . . . "the same formulary (Ebers Papyrus) had a Sure Hair Grower made by boiling the heel of a greyhound, and asses' hoofs in oil and date blossoms. Lou says you can't hardly get good date blossoms, but asses and heels are still in good supply."
- To encourage employees to save, Eli Lilly & Company contributes 25 cents for each dollar saved by employees of the firm. Another progressive step by one of the best pharmaceutical houses in the country.
- In the event of an enemy attack on this country with A or H bombs, North Carolina would probably become a major evacuation area. As high as 12 million people might come into the state within a short period, Civil Defense authorities have estimated. For temporary housing, the tobacco warehouses could be used.

- Employee with enthusiastic words for a certain drug store: "Finest people I ever worked for. . . they gave two weeks' paid vacation, free hospitalization and life insurance, extra pay for over-time, merchandise at cost, PM's bonus at end of year, big gifts at Christmas." We inquired why the employee would leave such a setup. "The store went broke" he replied.
- Candidate for high blood pressure: The pharmacist who stopped to help a woman, who stood helplessly (so he thought) by her car with a flat tire. After the tire was changed, the woman said: "Let the jack down easy. My husband is sleeping in the back seat."
- The following newspaper ad struck a responsive chord: "Lost, tan leather wallet, containing pictures, personal papers, and \$350 in currency. Finder may keep the pictures, papers and wallet, but I have a sentimental attachment for the money."
- Drug clerk, trying to sell toothpaste, received an unexpected reply from what he believed to be a potential customer: "I don't need no toothpaste. My teeth ain't loose."
- The credit of one of Bill Gurley's customers was less than A-1. When said customer requested credit, Bill asked the customer to have his employer OK payment, which was done.
 Later, the same procedure was repeated but with a different employer.
 And still later, the customer applied for additional credit. This time, however, since he had moved across the river into another county, Bill told the customer, who accepted the explanation, so we understand, in good grace: "The N. C. Pharmaceutical Association prohibits me from extending credit to anyone living across the Roanoke River."
- Which reminds me Cliff Daniel of Zebulon was approached for credit by a certain party. "Where do you work," Cliff inquired. "I don't works no place," was the reply. "I work seven days a week," says Cliff, "and I have a firm commitment against extending credit to anyone who does not work."

Service is more than a word

Service Is A Way Of Life. We believe in *Service-at-work*. With our four weekly television shows, IBM printed invoices, GEER's Quick Delivery Service, Handy Narcotic Book for easy ordering of Narcotics, GEER's Prescription Files for new pharmaceuticals, and our bi-weekly publication, The Geer's News Bulletin, with Price Changes, New Items, Merchandising, and Special Prepared New Prescription Items Page perforated for easy filing, are only a *few* of the *SERVICES* rendered by The House Of Geer, FOREMOST IN SERVICE.

THE GEER DRUG COMPANY

Charleston, Greenville, Spartanburg, S. C.

NEW PRODUCTS

D-CAL-FE Ovalets

Each ovalet contains:

Ferrous Gluconate (Elemental Iron 37 mg.).....	324 mg.
Calcium Lactate (Calcium 65 mg.).....	500 mg.
Vitamin D (Irradiated Ergosterol).....	400 USP Units

Available in bottles of 100 \$1.20 and 500 \$5.20

VI-CAL-FE Ovalets

Each Ovalet contains:

Ferrous Gluconate.....	260 mg.
Calcium Lactate.....	324 mg.
Vitamin A (Acetate).....	1000 USP Units
Vitamin D (Activated Ergosterol).....	400 USP Units
Vitamin B-12 (Cyanocobalamin USP).....	1 mcg.
Thiamine Hydrochloride.....	1 mg.
Riboflavin	1 mg.
Ascorbic Acid.....	30 mg.
Pyridoxine Hydrochloride.....	2 mg.

Available in bottles of 100 \$1.80 and 500 \$8.40

ORDER NOW FROM YOUR WHOLESALER

MAYRAND INCORPORATED

Manufacturing Chemists

Greensboro

North Carolina

Aging—A Snafu at H. Q.?

Aging is larded over with so much folklore and so few real facts that one basic fact seems permanently obscured—no one can define aging. Of descriptions there are plenty, but of explanations? Does one grow old because cells wear out? Because we have some “in built death factor”? Do we poison ourselves with unsolved waste product problems? These are the theories, but are they facts?

Is Emory University physiologist Albert Lansing right in his theory of a “Primary Aging Factor”—which would limit human life to around 100 to 110 years? It is true for the rotifer (a microscopic animal that lives in ponds) but is it true for people? There is strong evidence for such a factor, yet the factor itself remains undiscovered.

Was Henri Cazalis right that “a man is as old as his arteries?” Or is senility the result of the stress endured during life? Is the very new theory of Dr. Hardin Jones, University of California physiologist, correct that aging is the result of many bouts with infectious diseases or injuries, each causing successive impairment of the body’s metabolic mechanisms?

Or, is Dr. J. W. Still of George Washington University School of Medicine closer to the truth? In contrast to the traditional picture of a machine “wearing out,” Still believes that the machine is fine—until the “driver” becomes uncoordinated.

Still’s theory is based in part on knowledge of the operations of the cyberneticist’s feed-back toys. These simple-circuited electronic “animals” become confused, disorganized or “die” when their feed-back mechanisms get tied up.

Because it is so easy to kill a live animal (or disorganize it) by disrupting the nervous-endocrine system (which may, in fact, be a mass of closely coordinated feed-back systems) Still finds it tempting to wonder if all organismal death is but a disruption of this system.

To carry out his metaphor, Still likens the nervous-endocrine system to a single control headquarters where reports on several different kinds of events are received and cor-

related with each other to form the basis for issuing vital “strategic commands” (based on highly complex and as yet poorly understood rules of priority) to muscles and secretory cells.

In such a system, the matter of coordinated timing becomes of transcendent importance. A switchboard which ceases to complete calls when overloaded or a message center where messages come in too slowly to keep the operator awake would both destroy the center as a functional unity.

Among the physiological changes usually listed with aging are increased nervous and endocrine reaction times. Still suggests that these both may be the results of altered transmission times—resulting in lack of coordination, ultimately in total disorganization.

It is also known that the normal youthful spinal nervous system has more than one passageway for each message—which means that there is a large factor of redundancy. And the fact that the central nervous system suffers a loss of functional cells with advancing age would indicate a loss of these supplementary pathways.

If so, in times of crisis there might not only be delays but actual message failures, coordination failures, then functional failures.

Accepting this hypothesis of aging—as a disease resulting from an impaired system of the body—the chances of finding the magic potions and fountains of youth of old seem considerably improved.

For such a theory suggests certain areas for investigation which so far have been totally overlooked. Thus, if aging is primarily due to the inefficiency of the “message system,” what causes this inefficiency? Is the decline in the number of brain cells of older persons directly related to the passage of time or is it due to recurrent “little diseases” or “little strokes” which gradually reduce the redundancy of the nervous system?

What changes in cell physiology could account for the increased transmission time of

(Continued on page 360)

AGING—SNAFU AT H.Q.

(Continued from page 359)

nerve impulses? Is there a slowing with age of transmission rates in all nerve cells? If so, is this process reversible?

Work reported this month on a group of senile patients at the Metropolitan State Hospital, Waltham, Mass., suggests that the most common sign of aging—apparent mental deterioration—may be at least in part reversible.

The group of researchers from Harvard Medical School and Boston Psychopathic Hospital that carried out the study in Waltham turned up a new "geriatric cocktail" which markedly improved the mental and social life of a group of their patients—patient's ages averaging 75.5 years.

The "cocktail," made by mixing the new drug, L-Glutavite, and tomato juice, apparently overcome the lethargy and much of the uncoordinated behavior of these patients. If Still's theory of aging is correct, the "geriatric cocktail" is effective because in some way it is able to "clear" the lines of the message system, increase the rate of transmission of orders from "head-quarters," or restore the system's ability to coordinate messages.

Such a study as the one at Waltham may have a beneficial effect beyond the area of the hospitalized elderly patient. Eventually it may help to dispell the old old fears of aging, fears which often have been expressed as the desire for eternal youth. There have been many individuals who have shared Faust's readiness to strike a desperate bargain in order to win eternal youth.

The attitude toward aging, in all but a few cultures, has been the same: old age is a liability! This attitude is imbedded deeply in myth and religion and is part of our heritage of folklore.

The Fiji Islanders, for example, believe that one enters Elysium (Paradise) in the physical and mental state which exists at the moment of death. They prefer to kill themselves before old age comes on. Indians of the Gran Chaco expect their sons to kill them as they age in a service of love.

Among the Herulians, an ancient German tribe, it was the custom to kill the aged at

their own request. Among other people, the aging wandered out onto the sunbaked mountain top to die, and the Eskimos wander out into the snow.

But in 1610 a unique thing happened in history. A society set up the means to provide for a social fact. The rich people of The Hague, Holland, in 1610 established an old people's home in the city for their financially less fortunate older citizens. This was not a home; but a series of single stone homes adjoining each other and facing around a square. The garden in front of each home belonged to the occupant. The original buildings stand today and the program and plans continue as initiated in 1610.

It may be that The Hague's program stands unchanged and functional today because by the act of allotting a bit of land to each, the 17th century Dutch recognized a bit of wisdom that is only now becoming apparent to the rest of the world. Henry A. Levine, consultant to New York City's Department of Welfare has built most of New York's program for older people around the fundamental belief that *activity* is basic in preserving a personality. His plan now serves as a model for most civic and religious efforts in the growing social geriatrics movement.

(Geriatrics, is a term which came into existence only around 1940, when it was introduced by a Viennese professor, Dr. Muller-Deham. Geriatrics as an accepted medical specialty is even more of an infant, through Sir John Floyer published a systematic work on the subject as early as 1724. Apparently the subject was an untimely one in 1724, however, for the next work on care of the aged did not appear in medical literature until a century later.)

Levine was one of the first to recognize that preserving the mental and physical capabilities of the U.S.'s aging population was to become the nation's biggest public health problem. In 1953, 27 per cent of all new admissions to state mental hospitals were patients with diseases of age. The percentage is considerably higher today.

Institutionalization has become America's equivalent to sentencing the aged to death on the sunbaked mountain tops, an act

ooted deeply in the same primitive attitudes. Where once the U. S. faced diphtheria or influenza as health problems endangering the greatest number of its citizens, today it faces a new epidemic—the exodus of aging persons into mental institutions.

But if the epidemic is new, there is also a new element involved in solving the problem. In the forefront of a spreading national effort to keep senior citizens a vital community asset, to keep them active and functioning usefully in society, stands many an elderly citizen.

The *New England Journal of Medicine* said editorially this month: "Man can no longer simply and childishly 'grow old along with me'; he must have something to do besides hold his own hand or another's in gloaming." The Journal was expressing the feelings of many of the 20 million Americans now over 60 years of age.

The success of these elders in finding something to do besides hold their hands will be reflected in the changed cultural

attitudes of their juniors towards aging.

At such a time it may be generally realized that while aging is inevitable—it is not a virulent disease.

One of the First

A picture of Callum's Auction and Commission Store of Milton, N. C., has been placed in the Institute of Pharmacy through the cooperation of the North Carolina Society, Sons of the American Revolution.

What makes the picture of special significance is that "Callum's Store" was one of the first wholesale-retail drug stores to be established in the state. Its exact age is unknown but the business was flourishing in 1850.

The store, operated by James R. and R. G. Callum and William Lewis, was located on a street near the river, where boats from Weldon unloaded.

Later, the Callums moved to Greensboro where they established a drug store. We find two "Callums" listed in the 1882 Proceedings of the NCPA.



ONE...TWO...THREE...

It's that simple

GOODS ALL SOLD
HERE WELL BOUGHT
Lilly

Stock control is one of your biggest problems. You shouldn't be out of merchandise . . . you shouldn't be overloaded. The answer to this problem is as simple as one-two-three.

- Let us supply you quickly and efficiently from our comprehensive stocks . . . according to your current needs.
- You will be able to provide the basic services you offer without the confusion and loss of sales which accompany inadequate inventories.
- Every sale you ring up provides more profit when you maintain proper turnover rate; also, operating capital is not tied up in useless overstock, and your return on investment is increased.

Take advantage of our quick, economical service. Don't strangle profits with excess stocks. Send your orders to us.

WE ARE A *Lilly* DISTRIBUTOR

THE PEABODY DRUG COMPANY

Durham, North Carolina



Convention Camera

Top: Joe Wear of Charlotte, Cliff Daniel of Zebulon and J. Floyd Goodrich of Durham discussing the relative profit-making possibilities of Hudnut products and B. C. Headache powders.

Center: Sheaffer Pen Co.'s H. J. Farnsworth and John Treadwell of Raleigh.

Bottom: Mr. and Mrs. D. L. Boone of Durham catch up on the news while a conference is in progress in the background—about pharmaceutical doings, of course.

Photographs, courtesy

B & H Photo Service, Charlotte

For Sale

Civil's Plaza Drug Store, Charlotte, North Carolina. Priced for quick sale. \$25,000. Half cash. Phone 3-4171.

Herring to Manage Reynolds

R. M. Herring is now part-owner and manager of Reynolds Drug Company, Clinton.

He was formerly associated with Register's Drug Store, Clinton.

L. A. Warren, Jr., pharmacist at Reynolds for the past two years, has moved to Dunn where he is now employed by the Hospital Pharmacy.

For Sale

Four Hallmark card cabinets in excellent condition. Reason for selling: Have installed six new Hallmark cabinets. L. E. Reaves, Jr., Reaves Drug Store, Fayetteville. Tel. 2-6105.

Sales Tip

When switching a customer from a cheap aspirin to a more expensive brand, open the bottle and let him smell it. The cheap brand will have a strong odor of vinegar—indicative of decomposition—which will not be as evident in the better brands.

TINA-CIDE

BONUS DEALS

(Effective Until Further Notice)

50c Size—List \$3.60

Packed 7 Bottles

to Display Carton

(1 Bonus, for Display, with
each ½ Dz.)

All Shipped Through
Your Drug Jobber

TINA-CIDE



Stores Serving
Sealtest...

SELL MORE!

Southern Dairies
DIVISION OF NATIONAL DAIRY PRODUCTS CORP.



Sealtest's appetite arousing *na-*
tional and *local* advertising . . .
aided by the industry's *finest in-*
store promotions . . . plus Sealtest's
known *customer satisfying quality*
. . . are three big reasons why
fountains serving Sealtest are store
volume builders.

*Call Southern Dairies today. Let the Sealtest man show you
how you can increase fountain sales and build greater store volume.*

Howell Hall Happenings

The Advisory Budget Commission met in Chapel Hill on July 11 to learn and see the needs in capital improvements for the University of North Carolina, and Dean Brecht had the opportunity of presenting details concerning the urgent need for a larger pharmacy school building along with estimated space requirements and costs. The University Administration emphasized the first priority of this need along with funds for remodelling Howell Hall for use by the School of Journalism. In a tour of the campus the Commission visited the present quarters of both schools.

Throughout the year one of the greatest pleasures at the School of Pharmacy comes from visits by former students. During the summer annual vacations bring an increase in this pleasure. Visitors at the school during July included: Mrs. Latane Wright Potter of South Plainfield, N. J. with her husband and youngest son, Mr. and Mrs. Clarence Swearingan of Charlotte, William Scarboro of Raleigh, S. C. Hall and Sholar Powell of Oxford, and Robert Seaborn of Greenville. In the case of Mrs. Potter it was her first visit since graduation in 1941.

Ronald Barber, graduating student from Clinton, presented the School of Pharmacy with a handsome gift consisting of two beautiful stained glass windows from an old pharmacy. One window shows a mortar and pestle and the other a balance.

George Harry Cocolas passed his final oral examination for the degree of Doctor of Philosophy on July 5. The title of his dissertation was "Glutamic Acid and Analogs: Novel Reactions Encountered in Their Synthesis."

Dr. and Mrs. F. C. Hammerness attended the Pharmacy Administration Seminar at the University of Texas in Austin during the week of July 22 to 27.

On July 23 Mr. C. C. Turner of Jacobs' Drug Store in Elizabeth City showed the microscope "Tomorrow's Drugs" produced at the School of Pharmacy at the regular meeting of the Cosmopolitan Club.

Dean and Mrs. E. A. Brecht represented the School of Pharmacy at the presentation

of the Pharmacist of the Year Award to Wade A. Gilliam in Winston-Salem on July 24. Mr. Gilliam graduated from the School of Pharmacy in 1925.

Florescent lighting was installed in the school auditorium.

New equipment received during July included a Beckman N-1 pH Meter and a Fischer Sub-Sieve Sizer.

Dean Brecht Featured on Cover

The cover page of *Pulse of Pharmacy*, Volume 10, Number 2, carried a color reproduction of UNC Pharmacy School Dean E. A. Brecht.

The printing plates were prepared from an oil portrait of Dean Brecht by Furman J. Finck of New York.

Pulse of Pharmacy, published by Wyeth Laboratories of Philadelphia, has confined the front cover page of the publication to deans of colleges of pharmacy for several years.

STRONG - SAFE - SECURE

We exist to serve only you—
Protecting your home as well as
store



Also available to Employed
Pharmacists

Consult our Agent
F. O. Bowman
North Carolina State Agent
P. O. Box 688
Chapel Hill, North Carolina

Weddings

Miss Nancy May Woodard, a graduate of the UNC Pharmacy School, Class of 1956, and Jimmie Bruce McQueen were married June 23 at Latta, South Carolina.

The young couple will make their home at Clearwater, Florida, 1417½ Betty Lane.

Births

William Roger Murray, son of Pharmacist and Mrs. B. R. Murray (Melvin's Pharmacy) of Raleigh, born July 4.

Mr. and Mrs. W. W. Northcott of Winston-Salem (Bobbitt's College Pharmacy) announce the birth of a son on July 24.

Mr. and Mrs. W. P. Wells of Durham announce the adoption of Janet Davis Wells on July 20. Mr. Wells is an employee of the Durham Drug Company.

Deaths

W. M. FOWLKES

W. M. Fowlkes, age 64, died in the Veterans Hospital at Durham on July 11 from a heart attack.

He attended the UNC School of Pharmacy in 1913 and, after being licensed as a pharmacist, operated a pharmacy in Rockingham for many years. In recent years he had been a partner in the operation of the Harrison Drug Company of Enfield.

F. S. WORTHY

Ford Stedman Worthy of Washington, for many years United States Marshal for the Eastern District of North Carolina, died July 13 after a period of declining health.

A native of Carthage, Mr. Worthy had made his home in Washington for the past 53 years. Licensed in 1905, he was for 35 years a partner in the operation of the drug firm, Worthy & Etheridge of Washington.

JAMES L. HOUSTON

James Latta Houston, age 95, the state's oldest pharmacist, died at the Houston homestead near Mooresville on July 14.

An 1884 graduate of Davidson College,

Mr. Houston worked for pharmacies in Baltimore, Maryland, Charlotte, Mooresville, Davidson and Asheville. He retired in 1923.

Mr. Houston's registered pharmacist certificate number was 575. Any such certificate number below 1,000 is worthy of special note.

Robeson Club Meets

NCPA Secretary W. J. Smith was speaker at the second meeting of the newly organized Robeson Pharmacist Society on July 9.

Held at the Knotty Pine Restaurant near Lumberton, the meeting was attended by twenty pharmacists from Lumberton, Reidsville, Springs, Pembroke and Fairmont.

The club adopted a constitution and by laws, set annual dues at \$5 and decided to meet bi-monthly.

Hubert Rogers, president of the Society presided. H. E. Malion of Fairmont is vice-president; Fletcher Dean of Lumberton secretary-treasurer.



The Name at the Top—It's EVERFRESH

and The top Name among quality brands

Assures PROFITS

Assures DEMANDS

"The swing is definitely toward the brands the public knows."

ORDER TODAY

Thru Your Wholesaler
List price, \$2.30 per dozen. 10% off in case lots of 2 dozen bottles, \$2.07 per dozen net. Minimum Retail Price, 30¢ each.

The McCambridge & McCambridge Co.
6400 Rhode Island Ave. Riverdale,



A Blot

The fountain pen as we know it today came into existence because a live wire insurance salesman by the name of Lewis Waterman lost a big policy due to an early type of fountain pen which leaked and made a big blot on a policy he had given a prospective customer to sign.

The ink leaked out of the pen and made the policy unusable. It also spoiled the disposition of the busy prospect who considered this a waste of time. While Waterman hurried back to his office to have the papers prepared again in suitable form, a rival insurance agent got around to seeing the customer and signed him up before Waterman got back.

This incident so disgusted Waterman that he determined to make a fountain pen which would not leak and thus avoid any future calamity of this nature. He devoted his evenings to this project and finally hit upon the idea on a way to feed the ink to the pen without leaking. When he had accomplished this, he still did not consider

the idea of manufacturing the pen but merely made one for his own use while selling insurance.

It was while on his calls that his customers became interested in his pen and many asked him to make one for them. In this way, he began making pens until he determined to do it on a commercial scale and put an ad in a magazine. The results were so tremendous that he had to borrow capital and establish a large enterprise to fill all the orders. Thus began a prosperous business and a whole new industry for this country.

MSR

John L. Mullen of Asheville is now employed by The Upjohn Company. His headquarters is in Gainesville, Florida, P. O. Box 219.

Effective July 16th, Jerry Gaylord became Hoffmann La Roche's MSR in Eastern North Carolina. Olin Welsh, who has represented the company in Jerry's new territory, has transferred his headquarters to Chapel Hill.



Reabela Tablets

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

Reaco A & D Capsules

\$10.00 Doz. 100s

A. E. P. Tablets

\$24.00 Doz. 100s

Pyridoxine HCl (B6) 10 mg. Tablets

\$2.25 per 100

Pyridoxine HCl (B6) 25 mg. Tablets

\$4.50 per 100

Pyridoxine HCl (B6) 50 mg. Tablets

\$7.50 per 100

Reavita Capsules

\$34.80 Doz. 100s

\$28.00 per 1000

Neo-Reavita

\$36.00 Doz. 100s

Reacaps

\$25.80 Doz. 100s

Rea-Secal

\$15.00 Doz. 100s

Your cooperation in stocking Reaco Products is appreciated

REACO PRODUCTS

P. O. Box 247

WEST DURHAM, NORTH CAROLINA

Geer's Gift Show

Geer Drug's annual holiday sales show was held in Charleston, South Carolina, July 24-26, with about 50 lines represented.

The wholesale drug company took over the entire third floor of the Hotel Francis Marion and served luncheon, buffet style, and dinner to customers attending the show.

Prizes were awarded, the top ones being a round trip to Nassau or Havana with \$100 fun money, a round trip to New York or Miami with \$100 fun money and four days at Asheville's Grove Park Inn.

Other prizes—there were 75 in all—included automatic washers, air conditioners, radios, phonographs, display stands, etc. In order to qualify, customers had to visit all displays.

WADE A. GILLIAM HONORED

(Continued from page 333)

freely to many civic causes and to church work.

He says the thing he likes best about his work is being a part of his neighborhood. And in fact he has been a good neighbor—not just to the area around Summit Street Pharmacy, but to the entire city of Winston-Salem.—Editorial. *Winston-Salem Journal*

PASS THEORETICAL

(Continued from page 343)

James F. Lowder, Rowan Hospital Pharmacy, Salisbury

Joanne S. McDonald, Charlotte Memorial Hospital, Charlotte

Wm. R. McDonald, III, Plaza Hills Pharmacy, Charlotte

Lawrence W. Mancini, Sanford

Elizabeth Miller, Salisbury (negro)

Stephen C. Morris, Standard Drug #2, Kinston

Reinhold E. Mueller, Mann's Drug #1, High Point

Lionel P. Perkins, Jr., Sunset Pharmacy, Rocky Mount

John Wayne Polk, Black's Drug #2, Kinston

Stuart W. Rollins, O'Hanlon's, Winston-Salem

Arthur P. Schlager, Eckerd's, Durham

Charles R. Stine, Eckerd's Charlotte

Julian Upchurch, Jr., Kerr Drugs, Raleigh

Joseph H. Wilson, Acadia Pharmacy, Winston-Salem

New Pharmacies

New pharmacies licensed by the Board of Pharmacy in July:

Lloyd's Drug Store, Garner. William L. Lloyd, pharmacist and owner.

Mid-Way Pharmacy, Inc., P. O. Box 187, Cornelius. William Murphy, G. H. Anders and others, owners. G. H. Anders, pharmacist.

Lawndale Drug, Inc., Lawndale. Carl E. Jolley and M. I. Clark, owners. Carl E. Jolley, pharmacist.

Successors

Roanoke Pharmacy Company, Inc., 194 Roanoke Avenue, Roanoke Rapids. William C. Thompson, W. P. Taylor and others owners. W. P. Taylor, pharmacist in charge

Closed

Alderman's Garner Drug Store, Garner North Carolina.

SMITH WHOLESALE DRUG CO.

SPARTANBURG, S. C.

**A Young and Growing Service Wholesale House,
Owned and Operated by Registered Pharmacists**

We Appreciate Your Business

the new revolutionary **AMITY** **SHOPPER-STOPPER**

STOPS 'EM!—SHOWS 'EM!—SELLS 'EM!—it moves!—it revolves!

**It sells Amity's 1956
Best-Selling Billfolds!**

at full **50%** profit!

Order the SHOPPER-STOPPER from your wholesaler today!—the first action display case in billfold history!

**#9750 Display Case
Promotion**

34 BILLFOLDS:

14 FOR HER—20 FOR HIM

Retail Value	\$175.00
50% Dealer Profit	87.00

Case Charge	10.00
Dealer Cost	97.50

**TWO \$5 "BONUS BILLFOLDS"
OFFSET COST OF THIS
SENSATIONAL CASE!**

FACTS:

A motion display outsells a static display 10 to 1. Here's *action* for you in rich blonde ash, complemented by red and ebony panels. Compact, it occupies only 18½ inches of counter space. *Moving* billfold is a real "shopper-stopper"!



COLOR CAMPAIGN IN—LIFE, LOOK, POST

JENS, MINOR & BODEKER, Inc.

Complete Drug Store Service

VIRGINIA • NORTH CAROLINA • WEST VIRGINIA
EAST CARY STREET RICHMOND, VIRGINIA



Announcing The Grand Opening
of
King's "Gift Galore" Show
August 1 to September 14
where there's
"A Train Load of Values"!!

IF YOU'RE ON THE TRAIL OF VALUES PLAN NOW TO VISIT OUR MODERN AIR CONDITIONED SHOW ROOM. WE HAVE THE LARGEST SELECTIONS EVER OFFERED. YOU'LL BE GLAD YOU DID!!

APPOINTMENTS TO SUIT YOUR CONVENIENCE IF YOU ARE UNABLE TO VISIT US DURING WORKING HOURS. A CORDIAL WELCOME AWAITS YOU.



The W. H. King Drug Company

"The House of Friendly and Dependable Service"

Raleigh, North Carolina

The Carolina JOURNAL OF PHARMACY

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.



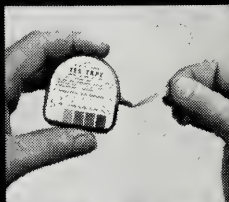
Oil Portrait of the late Franklin Wills Hancock, Sr., of Oxford, North Carolina.

PT., 1956

XXXVII Number 9

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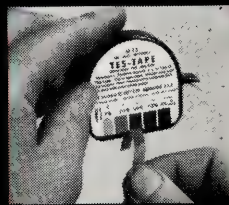
- N. C. Rx Survey
- VA in North Carolina
- Establishes Party Room
- Gov. Hodges' Convention Address



tear



moisten



compare

FEATURE

TES-TAPE

(Urine Sugar Test Tape, Lilly)

new urine sugar test of unmatched simplicity

The convenience, simplicity, and accuracy of 'Tes-Tape' have an enormous appeal to doctors and diabetic patients. This means greater profit opportunities for you.

Display the attractive 'Tes-Tape' carton prominently. Order from your Lilly wholesale distributor.

80TH ANNIVERSARY 1876 • 1956 / ELI LILLY AND COMPANY

53000



*they're all
customers for*

ABDOL® WITH MINERALS

Adolescents, active adults, geriatric patients, and women in pregnancy and in lactation are all potential users of ABDOL WITH MINERALS. This versatile, moderately priced preparation supplies 21 important vitamins and minerals, in liberal amounts, to help meet the needs of persons with varied nutritional requirements. To convert potentialities into purchasers, be sure you're well supplied with popular ABDOL WITH MINERALS.

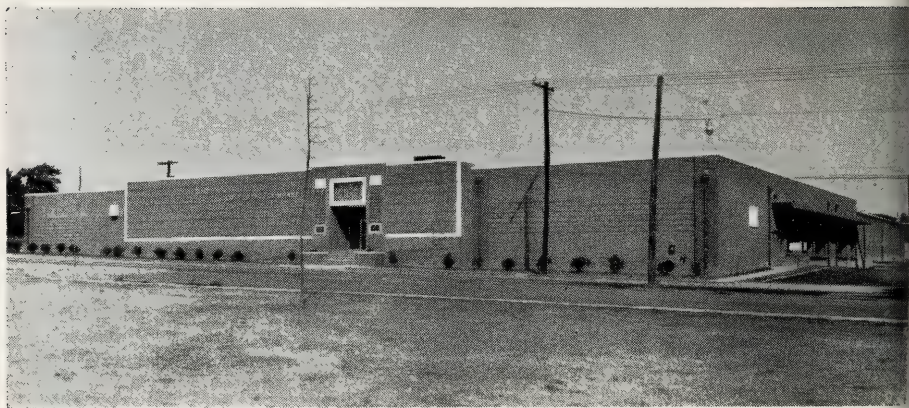
Available: bottles of 100, 250, and 5,000.



PARKE, DAVIS & COMPANY
DETROIT, MICHIGAN



The House of Friendly Service



2923 South Tryon Street
Charlotte, N. C.

Scott Drug Company

Service Wholesalers Since 1891

A Brand New Glorious Box For the Favorite Candy of the South

NOW

Personalized



\$2.00 lb.

- Nunnally's creates a new appeal for fine gift candy!
- A box designed to capture the tradition of The South with space for the personal message of the sender.
- Record-breaking advertising and sales promotional campaigns!
- Spectacular Outdoor Posters (as illustrated) for seasonal emphasis!
- Television in special saturation schedules for extra selling strength!
- Plus . . . Window banners, point-of-sale displays and visual sales helps!



Nunnally's
THE CANDY OF THE SOUTH

North Carolina Representative:

**R. L. Blanton
P. O. Box 84
Charlotte, N. C.**

**Be Prepared for the Anticipated Largest Xmas
Selling Season in History.**

Visit the Justice Drug Company 1956 Holiday Show-
room . . . 8:00 A.M.-5:00 P.M. Monday through Friday.
Other hours by appointment.



Dick Shearin Dewey Andrews Abie Williams
Your Justice "Sundries" Men

**These gentlemen stand ready to serve you for your Christmas
needs. Shop at your leisure. Door prizes and favors for those
who attend before November 1. See your Justice salesman.**

TRY YOUR DRUG WHOLESALER FIRST



JUSTICE DRUG COMPANY

Greensboro, N. C.

DEPENDABLE SERVICE SINCE 1898

The Carolina JOURNAL OF PHARMACY

September, 1956

VOL. XXXVII No. 9

★

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A Blue Print for Progress

Here's a yardstick with which to chart the future progress of Pharmacy, as advocated by Richard Sanner of Parke, Davis & Company in his convention address, "Confusion Carefully Compounded."

How well we meet the challenge of the future bears a direct relationship with our ability to develop-prove-work these ten all-important "blue print" points so concisely summarized by Dick Sanner:

1. Convince the public of the vital role played by all elements of pharmacy in the progress of medical care. Prove to the public that pharmacy has moved steadily forward with the other members of the health service team.

2. Develop a more uniform "posture" for pharmacy. Don't have retailers in our field who "ape" other retail business for transient monetary gain.

3. Prove that pharmacy's service is worth its cost. Convince the public that the value they get from their prescription dollar is the biggest bargain they will ever buy.

4. Cooperate with other health professions. Quit throwing rocks at other greenhouses.

5. Work toward the "one voice for pharmacy" concept. Develop a spirit of mutual understanding.

6. Recognize that "public relations is personal relations." Remember that our own day-to-day conduct is all the public sees.

7. Abandon blind dependence on restrictive legislation. We must so live and conduct our affairs that public approval and preference is automatic rather than legally enforced.

8. Develop uniform educational standards with adequate provision for review. Make sure our graduates are solidly based professionally and are well rounded, socially acceptable as initiates for the health service community.

9. Get on the team. Take an active part in your local, state and national associations. Develop leaders and then support them.

10. Conduct yourself as a professional man, proud of your profession. Develop a workable code of ethics and insist that it be obeyed by all.

The Carolina Journal of Pharmacy is published monthly by the N. C. Pharmaceutical Association, Box 151, Chapel Hill, N. C. Subscription rate: \$3.00 a year; single copy, 25 cents. Entered as second class matter July 5, 1922 at the post office at Chapel Hill, North Carolina under the Act of March 3, 1879.



Lawrence H. Mancini, a graduate of pharmacy of the University of Michigan School of Pharmacy, has accepted employment with Bender's Drug Store of Fayetteville.

While in service, Mr. Mancini was stationed at Fort Bragg. His wife is a native of Sanford.

* * * *

E. J. Mazzolini of Yadkinville has been charged with violating the Food & Drug Act, specifically of dispensing Rx legend drugs in unlabeled bottles. Trial has been set for the November term of court to be held in Winston-Salem.

* * * *

New faculty members of the UNC School of Pharmacy:

Dr. Earl T. Brown of Leicester, UNC pharmacy graduate, Vick Research Fellow at UNC, 1952 to 1956.

Dr. Sigurdur Jonsson, native of Iceland; graduate of the Philadelphia College of Pharmacy, master's degree from Univ. of Wisconsin, Ph.D. degree from Univ. of Delaware.

* * * *

Bob Cohen is manager of the newly opened Standard Drug Store #1 of Kinston, which replaced an older Standard store destroyed by fire some months ago.

* * * *

John E. Mills, until recently an employee of Eckerd's of Charlotte, has returned to Cliffside where he will now be associated with his father in the operation of the Mills Drug Company.

Dr. and Mrs. F. C. Hammerness of the UNC Pharmacy School faculty, now vacationing back in their home state of Montana, write: "the Indians haven't gotten us yet." At the time "Ham" wrote, he was doing a bit of relief work for the Kellogg Drug Company of Kellogg, Idaho.

* * * *

William P. Powell of Hendersonville is in Germany (about 30 miles from Stuttgart) with the Clearing Company of the 8th Medical Battalion. He was sent over as a member of a 9-man advance party to prepare the way for the rest of his outfit, now at Fort Carson, Colorado.

* * * *

Henry Dunlap (John's Pharmacy, Sanford) says as of August 6 "I became associated with the U. S. Army." You can reach Henry by writing him in care of his Durham, N. C. address, 106 West Trinity Avenue.

* * * *

Nancy Woodard McQueen (UNC, '56) is working at Eckerd's Drug Store, Clearwater, Florida.

* * * *

High Point's Coke Cecil is in Europe. Plans to bring back some magic acts as additional material for his show.

* * * *

H. C. Rice has transferred from Liggett's of Charlotte to one of the Queen City's Troy drug stores.

* * * *

Gilbert Colina, chief pharmacist at Mercy Hospital, Charlotte, accompanied by his son, revisited Cuba the latter part of August.

* * * *

Frank Muratori has closed his pharmacy (Center Pharmacy, Charlotte). Stock sold to the Troy Drug Company. Location will be occupied by a jewelry store.

* * * *

Extensive remodeling of the Ninth Avenue Pharmacy, Hickory, is being completed. The pharmacy took over an adjoining building, had new front installed. Four pharmacists—Claude Suttlemyre, Wilbur Ward, Gene Allen and Carl Wolfe—handle a big Rx volume in the pharmacy.

North Carolina Rx Survey

FIRST SIX MONTHS OF 1956

The business survey just completed relative to prescription volume, average price of prescriptions and gross volume has turned up some valuable information.

The summary and results to be discussed are based on completed questionnaires sent in by the owners-managers of 58 North Carolina pharmacies located in all sections of the state. While this represents less than 1% of the pharmacies in the state, we believe this survey will be helpful in comparing your own figures with other pharmacies in the state.

This report based on survey by
Dr. F. C. Hammerness, School of
Pharmacy, University of North
Carolina

SURVEY RESULTS

7% of the pharmacies showed an increase in new prescriptions	(39)
3% of the pharmacies showed a decrease in new prescriptions	(19)
3% of the pharmacies showed an increase in refills	(44)
7% of the pharmacies showed a decrease in refills	(9)
* * * *	
The highest increase in number of new prescriptions was	2,202
The highest decrease in number of new prescriptions was	2,462
The highest increase in number of refills was	2,715
The highest decrease in number of refills was	730
* * * *	
The average price of prescriptions was	\$2.23
The highest average price was	\$2.91
The lowest average price was	\$1.40
* * * *	
The average increase of drug store total sales was	7.5%
The highest increase was	30.0%
The lowest decrease was	-17.0%†
Only two pharmacies showed a decrease. The pharmacy having a drop in gross sales of 7% had a 22% increase in prescriptions.	

A number of things are apparent from some of the comments and information gleaned from the survey. Also, it must be noted incorrect conclusions can be drawn from some of the figures indicated above.

Increases in total store volume do not have a direct relationship to net profit unless operating expenses are kept in a correct ratio to sales. Total sales might be up 7.5%, but with an increase of 10% in operating expenses, net profit would be down.

Thus a word of caution: operating expenses should be watched as carefully as the plus or minus sales volume picture.

Because of competition, a doctor leaving, poor crops or other unavoidable circumstances, it is not too difficult to see why some pharmacies would report sales decreases. The main thing is to know whether or not you are losing money, and if so, where. Only then can you take the necessary steps to correct the situation.

To show an increase in net profits, pharmacists must keep a close watch on operational expenses: salaries and wages, rent, utility expenses, insurance, advertising, repairs, delivery and one of the biggest net-

(Continued on page 377)

Introducing

THE NEWEST, MOST DISTINCTIVE
VITAMIN DISPLAY EVER DESIGNED
FOR A DRUGSTORE COUNTER



FEATURING **ONE A DAY** IN THE NEW **APOTHECARY BOTTLE** 250 TABLET SIZE ONLY

Designed to put vitamins where they should be, at family meals, this smart new Apothecary Bottle will make an attractive addition to any table.

There it will serve as a reminder for the whole family to take their vitamins every day. And when empty, it may be used for many decorative purposes about the home.

Scheduled for extensive advertising promotion on network

television, network radio, and in national magazines, this striking new bottle will attract more attention than any other vitamin package in your store.

Introduce this new Apothecary Bottle by giving Display Assortment 1760 a top spot on your counter. Then watch your sales of ONE-A-DAY (Brand) Multiple Vitamins hit the most profitable peak ever.



**ORDER
ASSORTMENT 176**
4/12 DOZEN shown ab
Open stock quanti
may be ordered.
No increase in retail
cost from existing p
lists.

MILES LABORATORIES, INC., Elkhart, Indiana

Partner of the
Retail Druggist for
More than 70 Years

BUSINESS SURVEY

profit-killing-items of all—miscellaneous expenses.

The information relative to percentage increases in new prescriptions and refills is self-explanatory. Other than for accurate recording to be used as a management tool, a refill prescription is no different from a new one in that you get the same price for the refill as for the original prescription. It is still a part of the prescription department sales volume.

Some pharmacies seem to be low as to the average price of prescriptions and should increase same. Do this by using some pricing system. It makes little difference which system you use. The important thing is to use one of the existing systems or develop one of your own.

The national prescription price average is not too indicative if you are in line with it, yet lose money.

It is well established that it costs from 60 cents to a dollar to fill a prescription not including ingredient cost. This includes container and label, overhead and salary or labor costs.

In sampling two pharmacies in Idaho, their average price of prescriptions was found to be \$3.25, and both pharmacies had pharmacists employed at \$100 a week. Other store expenses were comparable to those in North Carolina.

From this it would seem we are pricing our prescriptions unfairly—to ourselves. It is a situation worth checking.

If you were unable to list the requested survey information in a few minutes, it might be well to take stock of your record-keeping system. In the absence of an adequate system, your decisions are tantamount to guessing. One can never be too busy to see where he is going if he expects to increase net profits.

The NCPA is grateful for the number of returned questionnaires, and expresses the hope that more pharmacies will participate in future surveys. By supplying the requested information, you can assure the final results being more complete, more accurate, more helpful.

If any given pharmacy desires more information relative to its specific operation, please feel free to write the author.

Each year, approximately 10,000 physicians, pharmacists and others in the health professions visit the main laboratories of Parke, Davis & Company at Detroit as guests of the world-wide pharmaceutical firm. It takes two days for the visitors to complete the 10-mile tour of manufacturing and research facilities.

A suggested form for keeping tab on your prescription sales:

Day of Month	# New Rx	# of Refills	Total Rx	New \$	Refills \$	Total Sales
1						
2						
3						
4						
5						

Divide Total Sales by Total Rx filled to get Average Price



TOP:

Pictured are Mr. P. A. Hayes, president, and Mr. D. Frank Hayes, vice president of Justice Drug Co., Greensboro, N. C., who represents over 100 years in the wholesale drug business. This picture was taken at a dinner party given for over 75 retail drug store managers and buyers, at which the D. S. C., Inc. Gifts Galore Christmas program for 1956 was presented. Mr. P. A. Hayes has been in the wholesale drug business 53 years with Justice Drug Company on November 1st this year. Mr. D. Frank Hayes, celebrated his fiftieth year in the wholesale drug business the 1st of June this year.

BOTTOM:

Door prize winners at the Justice Drug Company Gifts Galore Steak Dinner held in the Westwood Room of the King Cotton Hotel, Greensboro, Wednesday, August 15 1956. Reading from left to right: B. F. King, Northwood Pharmacy, Greensboro, N. C. Mrs. B. G. Warren, Warren's Drug Co., Rural Hall, N. C., Mrs. Irving Tilles, Cecil's Drug Store, High Point, N. C., Frank Brooks, Jr., Siler City Drug Co., Siler City, N. C., F. H. Langdon, Franklin's Drug Store #1, Greensboro, N. C.



A NEW STORE... PAID OUT OF PROFITS

Over the past 30 years, I have owned four drugstores. In February, 1955, my last store was destroyed by fire—and entirely by accident, a substantial portion of the loss was not covered by insurance.

The next day my J & J representative found me standing in the ruins—a picture of utter despair. He invited me to his home and after dinner we saw the “Design for Selling” film and discussed the “Stop, Look & Listen” modernization program. It was

then I realized what action I had to take.

The following morning I called in the fixture people of Southwestern Drug, made new plans, specified new fixtures and went to work with mop and paint brush.

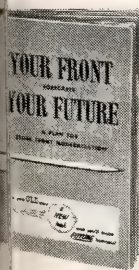
Believe me, the “Design for Selling” material proved invaluable. Through its influence, I am now enjoying a **55% BUSINESS INCREASE**... and as a result, the new store is *completely paid for—out of profits*.

R. E. Parrish, McCart St. Drug, Fort Worth, Texas

ANNOUNCING—A NEW DRUGSTORE PROGRAM!

The above case history inspired Johnson & Johnson to develop a new program on *Store Front Modernization* to help retail druggists combat today's competition.

Complete presentation of this new **FREE** service is available for your local association meetings. Ask your Johnson & Johnson representative for full particulars.



In Serving Those Who Sell Our Products... We Serve Ourselves?

Johnson & Johnson

THIS IS IT!!

ANNOUNCING BERRYHILL'S PACKAGE DEAL DRUG STORE IT'S NEW—IT'S REVOLUTIONARY

A Complete Drug Store Including All Fixtures, Fountain, Carbonator, Stools, Booths ect. at a Price That Will Amaze You.

Opening a New Drug Store?

Is Your Capital Limited?

Write for Full Information

Berryhill Fountain Sales Co.

P. O. Box 3251—Phone Edison 2-8945

Charlotte 3, N. C.

Designers—Manufacturers—Distributors

OF

**Stylemaster Streamline Drug Store Fixtures—
Stanley Knight Soda Fountain and Lunch-
eonette Equipment—Expert Designing and
Planning Service.**

VANN V. SECREST

Seedsman of the Year

Vann V. Secrest of Monroe was honored as "Seedsman of the Year" at the annual banquet of the North Carolina Seedsman's Association, held in Raleigh early in August.

Mr. Secrest is well known in pharmaceutical circles, having been closely associated with the Secrest Drug Company of Monroe for better than 35 years.

A past president of the Seedsman's Association, which he helped organize, Mr. Secrest was recognized as "Seedsman of the Year" for outstanding service to his community, to the customers he serves and to the seed industry.

As operator of the Secrest Feed and Seed Store of Monroe, Mr. Secrest has been identified with agricultural progress of the state for many years. In 1949, he was named champion wheat grower of North Carolina. The previous year he served as president of the North Carolina Crop Improvement Association.

His church and community work in Monroe has been outstanding. As a member of various councils and committees, he has served ably and well. He has served as president of his Duke University class (1916) for seven years, and as area chairman of the Duke Loyalty Fund and the Duke Development Fund.

"Wherever this man goes and in whatever capacity he serves, he deservedly receives the high respect and real affection of his associates."

Mennen Winners

North Carolinians did quite well in a recent Mennen contest. Of the three top prizes, two went to the Tar Heel State.

J. A. Parker, Parker's Drug Store, Murphy, won the first prize—a Chrysler Windsor V-8.

A. Paul Carswell, Carswell Drug Company, Durham, won the third prize—a Plymouth 2-door V-8 hardtop.

The 8th prize—a portable television set

—was won by B. W. Spencer, Hospital Pharmacy, Durham.

A number of runner-ups received Bulova watches: I. Greenspan of Charlotte, Betsy Mack, A. H. McDonald, Oscar Umstead and Mrs. Patricia Weaver of Durham, Mrs. C. H. Hunt and E. W. Woolard of Henderson, and James F. Deaton, Jr. of Liberty.

* * * *

The poison ivy plant, which does not exist in Europe, was encountered in the United States over 350 years ago by Capt. John Smith. Parke, Davis & Company says Pocahontas' suitor wrote about the irritating plant in 1607, shortly after he landed at Jamestown, Va. The worldwide pharmaceutical company says after-effects of exposure to poison ivy still closely resemble Capt. Smith's written description.

For Sale At a Real Sacrifice

22 foot stainless steel fountain complete with triple sink, steam table, refrigerator. 40 gallon ice cream capacity. Blue formica counter, black formica top. Back bar complete with multiple mixer and other equipment necessary for modern fountain-luncheonette service.

Also, 8 booths in excellent condition (seat 4 each), 17 counter stools with upholstered seats.

We are remodeling and discontinuing fountain. All or any part of this equipment available after October 1. Write or Phone (3417)

FREEZE DRUG COMPANY
Hendersonville



THE WORLD'S FINEST SALTED NUTS

Fresh From Our

Double Kay
NUT SHOP **KK**
 DEPARTMENT®

The leading drug store owners in your state will tell you the Double Kay Nut Shop is producing more sales and profits than any item in the drug store occupying similar space.

IF—you have a clean, first-class drug store, let us reserve a Nut Shop for you.

THE KELLING NUT CO., 2800 W. Belmont Ave.

Chicago 18, Illinois



Corner Section of Durham Drug's Party Room

Merchandising

Establishes Profitable Party Room

In Durham at the Durham Drug Company, every day is party day. Mezzanine floor put to profitable use, as "party room" established.

At one time the prescription department of the Durham Drug Company was on the mezzanine floor. To eliminate having to walk up and down about 20 steps from 25 to 50 times a day, the owner, James R. Casteel, moved the department to the first floor.

After the transfer was made, considerable unused space remained on the mezzanine floor. How to put this space to profitable use was the problem. It had to be something special as customers normally will not walk up a flight of steps.

Actually, a solution was already at hand.

Having developed one of the largest greeting card departments in the state, frequent calls were coming in for "party supplies," such as napkins, table covers, hats, cups, favors and the like, which were not stocked.

A bit of checking in the trading area of the store brought out the fact that, with minor exceptions, no one was concentrating on "party supplies." A few retailers stocked standard items, but nothing special.

After deciding to convert the mezzanine floor space to a "party room," Mr. and Mrs. Casteel arranged to attend a gift show in Atlanta, where a judicious selection of party supplies was made.

The initial stock was in the neighborhood of three to four thousand dollars. Since that time, other items have been added—largely dictated by requests coming in from potential customers.

The "party-room" was a success from the start. While sales were comparatively slow to begin with (simply because customers were not aware of something new in town), they have and are picking up with each succeeding week.

While some advertising is done, mostly the word is getting around by Mrs. Jones telling Mrs. Brown who in turn tells Mrs. "Fre-

quent Entertainer" where the "one stop party room" is located.

Supplies are on hand for parties numbering in the hundreds. It makes no difference whether the party is for four or four hundred, there's no delay or disappointment as the "party room" is set up to meet the demand.

Some potential customers are spotted at the store's card department (as they purchase invitations) and invited to look the party room over. They rarely depart without having made a purchase.

And companion sales, such as candy and nuts, result from the store's tie-in with party supplies.

Directly in charge of the "party room" is Mrs. James R. Casteel, wife of the owner of the store.

Mrs. Casteel does the buying, the display work (note picture on opposite page), the selling. Credit for the success of the "party room" goes to Mrs. Casteel, who is acknowledged to be one of the most efficient salesladies in the state.

The "party-room," being secluded from the balance of the store, enables Mrs. Casteel to give each customer her undivided attention. There is no rush. The customer is given plenty of time to look over the merchandise, and, if desired, a table is set up to demonstrate just how it will appear with the cover, napkins, etc. And, if the kids are along, the "noise makers" are brought out—and generally sold out.

If you have the space available, a special liking for this sort of merchandising, are prepared to make a nominal investment in high-quality, different-unusual supplies, and have a saleslady who will take a special interest in such a department, the Casteels say you run a good chance of making a success in selling party supplies. Certainly, it has proven so in their case.

Random Comments

By

W. J. Smith

• Child looking at statue of Venus de Milo: "She certainly must have used a harsh detergent."

• Friend says she plans to patronize the first station that advertises gas with a larger 0.9 cents figure than is usually the case. You have to use a magnifying glass on some of the signs.

• Sign outside a ladies club: "Enter and Knock."

• A woman with a newly developed interest in government wrote to the editor of a newspaper: "I want to get into politics. Do the taxpayers have a party?" The editor replied: "Very seldom, lady, very seldom."

• Charlie Andrews' remark to the auto dealer's representative who brought new station wagon to Chapel Hill for yours truly: "You've sold us a second-hand car." The car had 15 miles on it at the time.

• The "rent survey" being conducted by Dr. Hammerness has brought in about 150 replies—sufficient to form the basis of an article on the subject. Watch for this in an early issue of the JOURNAL.

• The "Pharmacy Seminar," scheduled for Charlotte, September 27, has an impressive list of sponsors: Mecklenburg Pharmaceutical Society, North Carolina Society of Hospital Pharmacists, UNC School of Pharmacy, USC School of Pharmacy, American College of Apothecaries and the N. C. Pharmaceutical Association.

• Encouraging news: Due to the introduction in 1952 of isoniazid, ninety four TB institutions in the U. S. were closed in the period between 1954 and June 1956. Included was the world-famous Trudeau Sanatorium at Saranac Lake, New York.

• If you have a tendency to over-stock, especially on "dogs," keep in mind the advice of that well-known Chinese philosopher, "Keep-from-Going-Broke:" "If there is only one canary in the community, don't buy a gross of bird seed."

• Sam McFalls says a dog has so many friends because the wag is in his tail, not his tongue.

• The call of the male moose, so we understand, sounds like a mixture of fog horn, bass saxophone and giant snore.

To the female moose, the sound is sweet music.

And so it goes. If you want to attract customers, learn the sort of "call" that appeals to them. It will make your customers happy. It will lubricate your cash register.

• Company advertised for 10,000 frog skins. Farmer wired: "Can deliver immediately." Company gave go-ahead sign. After waiting for more than a month, Company wired farmer: "When can we expect delivery of frog skins?" Back came the reply, "Am unable to fill order. He had me fooled."

**R BOXES
AND
LABELS**

**E. N. ROWELL CO.
INC.**

BATAVIA, N. Y.

Representative

M. C. GRIER

1110 Ann Street

Monroe, North Carolina

Telephone 1353-L

**YOU AND YOUR ASSOCIATES
ARE CORDIALLY INVITED
TO VISIT
THE SOUTH'S MOST
MODERN AND COMPLETE
DISPLAY ROOM**

NEW MERCHANDISE!

NEW DISPLAYS!

DOOR PRIZES GALORE!

Air Conditioned For Your Comfort

OPENED NIGHTS AND SUNDAYS BY APPOINTMENT

**SERVING THE CAROLINAS
SINCE 1896**

THE GEER DRUG COMPANY

Charleston

Spartanburg

Greenville, S. C.



Spartanburg Division

For seventy-one years

- - - since 1885

SEEMAN

OF DURHAM

Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-seventh volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA

Socialized Medicine in Action

A young married woman in England believing she was at last going to have a baby, thanked her stars for socialized medicine as she made her way to a London Public Health Station.

Sure enough, after a brief examination the doctor confirmed her happy suspicions. Then to her astonishment the MD took a rubber stamp, printed something on her abdomen with it and dismissed her.

She reported the strange goings-on to her husband that evening and said, "Ernie I'm dying of curiosity. Would you read what it says?"

Ernie tried but the print was too small. Then fetching a magnifying glass he peered through it at the stamped inscription.

It said: "When you can read this without a magnifying glass, rush your wife to the hospital."

—Contributed by
Ens. Hatherly C. Paderie

Durham - Vote Getter

Sir John Umstead of Orange and York Correspondent were studying a big collection of political antiques the other day—placard of unsuccessful candidates against Congressman Carl Durham. Latest in the series, of course is that of Hon. Ralph Scott.

Umstead: "Carl Durham must be the darndest congressman in the country. I bet he knows his district better than anyone knows any district anywhere. His friends get all excited when he's running, and are afraid he'll get beat, but Carl won't say a thing. He might make a short trip and talk to a few folks and come back to report: 'I think I'm all right over there.'"

"It always turns out he's right, and he's a miracle. He's never been seen to campaign. I suppose, and he's one man whose friends really do it for him."

Many politicians of the region are yet to recover from the shock of the sweeping Durham victory over Ralph Scott in May. Reasonable to assume that Brer Durham will end his career undefeated, untied, all but unscathed.

—Burke Davis
The Greensboro Daily News

Relaxin

There's a new drug that may one day add substantially more than 100,000 annually to our infant population. This female sex hormone (relaxin) is derived from ovaries of pregnant sows. It promises to save 7 out of 10 infants threatened with still-birth.

Relaxin relaxes ligaments that bind together the halves of the pelvis; causes tissues of the uterus and birth canal to dilate. (In many cases of premature labor uterine contractions are not accompanied by sufficient softening of the uterus; the baby dies because of pressure on brain and other organs.)

Up to 200 pregnant-sow ovaries are needed to secure enough relaxin to treat just one patient. So, naturally, the substance is rare—and costly. Currently, there's scarcely enough to treat 10% of the anticipated 200,000 annual cases of stillbirth in the U. S. The available supply will be channeled to physicians thru hospitals and prescription pharmacies. The cost: probably somewhat more than \$150 per patient.

Even so, no one is going to get rich on this discovery; more than \$1 million has already been invested in research. But, presumably (as in the case of other medical discoveries) science will master the art of synthesis. Then the quantity can be stepped up—and the price brought down.

Cornelius, North Carolina

The Midway Pharmacy has recently installed a new Bastian-Blessing soda fountain with Formica counter and stools.

Hickory, North Carolina

Mr. Claude P. Suttlemyre of the Ninth Avenue Pharmacy, Inc., 15—2nd Street Place, S.W., in Hickory, has just installed a completely new and modern store fixture layout—"Key Line" fixtures by Grant E. Key, Inc. of Lynchburg, Virginia.

Kinston, North Carolina

Mr. H. C. Suddreth of Kinston has just opened another Standard Drug Store, equipped with the latest food-fountain layout by Bastian-Blessing and the new and modern "Key Line" fixtures by Grant E. Key, Inc. of Lynchburg, Virginia.

TINA-CIDE

BONUS DEALS

(Effective Until Further Notice)

50c Size—List \$3.60

Packed 7 Bottles
to Display Carton

(1 Bonus, for Display, with
each $\frac{1}{2}$ Dz.)

All Shipped Through
Your Drug Jobber

TINA-CIDE

**DESIGNED
TO SELL!**



GEVRAL

THE COMPLETE VITAMIN-MINERAL SUPPLEMENT

**DESIGNED
TO USE!**



**100 CAPSULES
AT REGULAR PRICE
IN THE NEW
JUBILEE
JAR
FOR THE FAMILY
DINING TABLE**

INCREASE VITAMIN SALES

a premium for your customers

NO EXTRA COST

Order your GEVRAL 'Jubilee Jar' deal now and get...

IMMEDIATE INITIAL SALES

12 GEVRAL 100's in JUBILEE JARS**

IN AN

EYE-CATCHING SALES DISPLAY!

complete price to retailer

\$56.88

**available in display units of 12 jars only

CONTINUED REPEAT BUSINESS

The GEVRAL Jubilee Jar will take vitamins out of the medicine cabinet and put them on the dining table...the GEVRAL Jubilee Jar has practical and decorative after-use!

GEVRAL*

VITAMIN-MINERAL SUPPLEMENT LEDERLE

14 VITAMINS—11 MINERALS—DRY-FILLED, SEALED CAPSULES

(A LEADERLE EXCLUSIVE)—NO OILY REPEAT—ONE CAPSULE DAILY

THE FAMILY VITAMIN



LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, NEW YORK

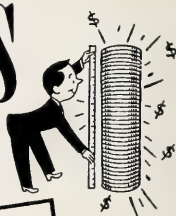
*Reg. U. S. Pat. Off.

you know, **BUT...**
do your clerks know?



larger unit sales mean

BIGGER PROFITS



display and sell
the **"FAMILY PACK"**

50 POWDERS
or
100 TABLETS

REPLACEMENT OR REFUND OF MONEY
★
Guaranteed by
Good Housekeeping
NOT AS ADVERTISED TWENTY



...a better value for your customer!

Convention Address

"As pharmacists, you are an essential member of the health team guarding the lives and well-being of all our people"

**—The Honorable Luther H. Hodges
Governor of North Carolina**

Thank you for this opportunity to share in this Annual Convention of your Association, one of North Carolina's oldest and most respected professional organizations. In looking over some of the other titles of speeches on your program, I am not sure that I can keep pace with such challenges as "How to Be a Go-Getter" or "How to Put Vim into Vitamin Selling." However, you in the field of pharmacy should now be better prepared to prescribe plenty of "Vim" for "go-getters." In this day of complex and difficult problems which face our State, it sounds like a very useful prescription. We are certainly going to need plenty of "Vim" and anything else it takes to meet the challenges of this day and age.

Pharmacy, in some form has been a part of the life of North Carolina and this Nation since the earliest days of settlement. Accounts from Colonial days list herbs as important items of trade and household use. The story of how people use drugs for treatment and cure is fascinating and reaches back many years. I understand that your association was formed in 1880 following the distribution of a letter from the druggists of Wilson to the other druggists of North Carolina. From the first annual meeting held in Raleigh in August of 1880 came the adoption of the Constitution and By-laws, the election of officers and the beginning of this association. The aims of the association were set forth as uniting reputable pharmacists and druggists of this State for mutual assistance, encouragement and improvement, and to improve the science and art of pharmacy and thereby restrict the dispensing and sale of medicine to properly qualified pharmacists and druggists.

As you know so well, the pharmacy and drug business has changed a great deal

since the early days of apothecary shops which served physicians and public. Contrary to the generally held idea that only in recent years the drug stores added other lines of goods and medicines and chemicals to their stocks, our early druggists apparently believed in diversification of their lines also. One advertisement in the *Raleigh Register* of 1815 reported a drug shop as having "a general assortment of medicines, paints, oils, turpentine, china, glass, hardware, stationery, groceries and confectioneries, including foreign and domestic fruits." The druggist also declared that he would sell "low" for ready money or paper negotiable at either of the banks, or that he would receive in exchange beeswax, tallow, flax seed and camomile flowers. So we see that "accessory" lines have been featured in drug stores for many years.

Samuel Johnston Hinsdale of Fayetteville, one of the founders of your Association, once recalled how the drug business was operating when he began working in a drug store in 1831. He described how each druggist in those days was in fact a manufacturing druggist who dealt with drugs primarily in the crude state and how ingenious many of these men had to be to produce the products which were needed. Hinsdale said they manufactured porous plasters, liquid and paste blacking, ink, soda powders, cosmetics, cough drops, worm lozenges, tonic mixtures of all types, liver pills, and sold a great deal of whale and sperm oil.

From the recent account in the newspaper of the life and times of Bill Gurley, your well-known Association President, he tells one of his experiences during the "old days" when his company began its prescription business and made its first sale of a bottle of patent medicine known as Pe-Ru-

(Continued on page 392)

GOVERNOR HODGES

Na, a tonic which is still sold today. In many ways the career of Bill Gurley is typical of the quiet, effective and dependable service rendered by North Carolina pharmacists in their profession and in their daily life as citizens, churchmen, businessmen, parents, and civic leaders. Mr. Gurley went to work for his father, who was both physician and druggist, immediately after finishing high school and later attended the University of North Carolina to complete his studies and which enabled him to become a registered pharmacist. He then returned to his home-town and has been there since that time as a well-known and well-liked businessman, town official, Rotarian, Mason, sportsman, and good citizen. This is the type of man and this is the type of unselfish, dedicated service to the welfare of mankind which has placed your profession so high in the respect and confidence of the public. I hope that you never lose these qualities or this dependability, or your closeness to the people you serve and to the community in which you live.

As pharmacists, you are an essential member of the health team guarding the lives and well-being of all our people. I shall not belabor how essential your work is to the welfare of all our people. This is recognized by everyone. To meet the needs of today and the future, I know there is an acute shortage of pharmacists in North Carolina and that our State stands second from the bottom among the States in terms of pharmacists and pharmacy students per population. I understand that North Carolina has 2.68% of the Nation's population but only 1.08% of its pharmacists and only 0.98% of its pharmacy students. The only pharmacy school in the State, of course, is located at the University of North Carolina at Chapel Hill and is operating in a building which was built in 1904 for the Department of Chemistry. As Chairman of the Board of Trustees for the University, I understand fully the need which you have for more adequate facilities and I am sympathetic with your need. A new pharmacy building is number one on the list of requests for permanent improvement by the

University at Chapel Hill and this list has recently been transmitted to the Board of Higher Education which is examining higher education needs for further recommendations to the Advisory Budget Commission and the 1957 General Assembly.

The 74th annual report of the North Carolina Board of Pharmacy summarized very clearly the position of pharmacists in the field of medical care today. This report pointed out that during the last 15 years more progress has been made in the discovery and use of truly effective medication than during the remaining whole history of mankind. These medical agents are more delicate and they are more dangerous than ever before. While the technical manipulation of dosage forms becomes of less importance, the knowledge of preservation, action, use, dose and relationship among medical agents has become a matter of most significance. The role of the pharmacist becomes more and more important as that of a consultant to the physician. In addition, as the public has grown better informed on the use of drugs this creates the corresponding problem of abuse through self-administration of medication. Being a consultant to the physician and a counselor to the public are the responsibilities in which the pharmacist must exercise professional judgment. To do this means that he must be better informed and must always keep public interest uppermost in his thoughts and actions.

Recently I had a very interesting letter from a lady which reviewed the enormous progress North Carolina has made in the field of health since the Good Health program was initiated some 10 years ago. She pointed with pride to the new hospitals, new health departments, the increase in voluntary health insurance, the increase in numbers of doctors and nurses, the prodigious job of health education done by the State Agricultural Extension, the growth and development of industrial health and safety, etc. Health is still the number one interest of the people of North Carolina, this lady maintained, because it is an umbrella which covers everybody. She then expressed the hope that North

(Continued on page 397)

The **ROBINS'** Representative

is pre-selling these Robins' products

for you—in your area

-THIS MONTH



✓ **DONNAGESIC™ EXTENTABS®**

Donnatal with Codeine Extended Action Tablets

The first oral analgesic to provide dependable pain relief *all day or all night on a single dose.*

Two strengths: DONNAGESIC EXTENTABS No. 1 and No. 2 (codeine content $\frac{1}{4}$ gr. and $1\frac{1}{2}$ gr. to maintain $\frac{1}{4}$ gr. and $\frac{1}{2}$ gr. effects for 10-12 hours).

✓ **AMBAR TABLETS** **AMBAR EXTENTABS®**

Methamphetamine with Phenobarbital

Choice of conventional tablets or long-acting Extentabs. An effective *psycho-normalizer* for the control of mood and excessive appetite.

✓ **ROBALATE® TABLETS** **ROBALATE® LIQUID**

Dihydroxy Aluminum Aminoacetate

Now—2 forms of this superior antacid. The palatable new Liquid “clings to the ulcer, not to the mouth.”

✓ **DONNALATE® TABLETS**

Combining Robalate® and Donnatal®

Antacid, sedative and spasmolytic—to control the three essentials in the medical management of peptic ulcer.

A. H. ROBINS CO., INC. RICHMOND 20, VIRGINIA

Ethical Pharmaceuticals of Merit since 1878



...better check your stock NOW!



Bill Gurley shown handing keys of new station wagon to NCPA secretary W. J. Smith (center) while J. Floyd Goodrich (4th from left) tenders payment to David Clayton, Durham auto representative. Charlie Andrews, who raised

A Station Wagon for the Secretary

Christmas in August is what some folks would term it. For the Smiths of Chapel Hill (the WJ's not "Joe"), August 5 was a surprising day.

For it was on that day The Gurleys of Windsor, The Goodriches of Durham and The Andrews of Burlington came to town with a brand new station wagon as a gift for NCPA Secretary Smith from some of the pharmacists, wholesale druggists and traveling men of the state.

Later, some of the papers, in reporting on the goings-on, said the wagon was given the Secretary in recognition of his 16 years of service as secretary of the NCPA. Actually, and we have this straight from Charlie, the idea originated with several strong NCPA-supporters who thought the Secretary ought to have a more efficient means of getting around the state, hauling supplies, etc.

In any event, the Secretary had no hesitancy in accepting the keys from Mr. Gurley, with thanks to one and all. The following communication, with some variations, has gone out to the contributors (a few contributors sent cash without identifying themselves, hence in those cases we have been unable to acknowledge their support):

"The car given to us by you and other pharmacists, wholesale druggists and traveling men, was formally presented August 5 at 2 p.m. in front of the Institute of Pharmacy.

"Knowing that we carry a great deal of 'cargo' at convention time, as well as to drug club meetings—and in handling mailings of THE CAROLINA JOURNAL OF PHARMACY, the TAR HEEL DIGEST, and other bulletins, a station wagon was the choice of the committee making the decision.

"Needless to say, we are very much pleased with it—and have already put it to good use in carrying movie projection equipment to Burlington, 1750 copies of the JOURNAL to the post office, etc.

"It is a 1956 Chevrolet '210' series station wagon, in ivory and turquoise; the interior is also in the two colors. It has powerglide transmission, and is equipped with direction signals, heater, defroster, etc.

It is very easy to handle, and is proving a complete pleasure to drive.

"As the presentation the Bill Gurleys (we have been told he was the 'instigator' of the gift) came from Windsor and Bill actually presented the keys; the Floyd Goodriches came from Durham (Floyd had arranged for the actual purchase of the car); and the Charles Andrews came from Burlington. As you know, Floyd and Charlie spearheaded the committee to make the project possible. Someone referred to Charlie as the 'Wand Waver.' Indeed, we feel that a wand was waved."

"From the above you know we are highly pleased with the station wagon, BUT still more are we touched by this evidence of your thoughtfulness, generosity, and kindness.

"The speedometer registered better than 1600 miles at the end of the first week after delivery of the station wagon. This included a business trip to Charlotte-Monroe, a visit to the Alamance Pharmaceutical Society in Burlington, two trips to Durham in connection with the JOURNAL, and an out-of-state trip.

"As we drive the car during the future, we shall be thinking of you and the fact that you are enabling us to ride in security and comfort."

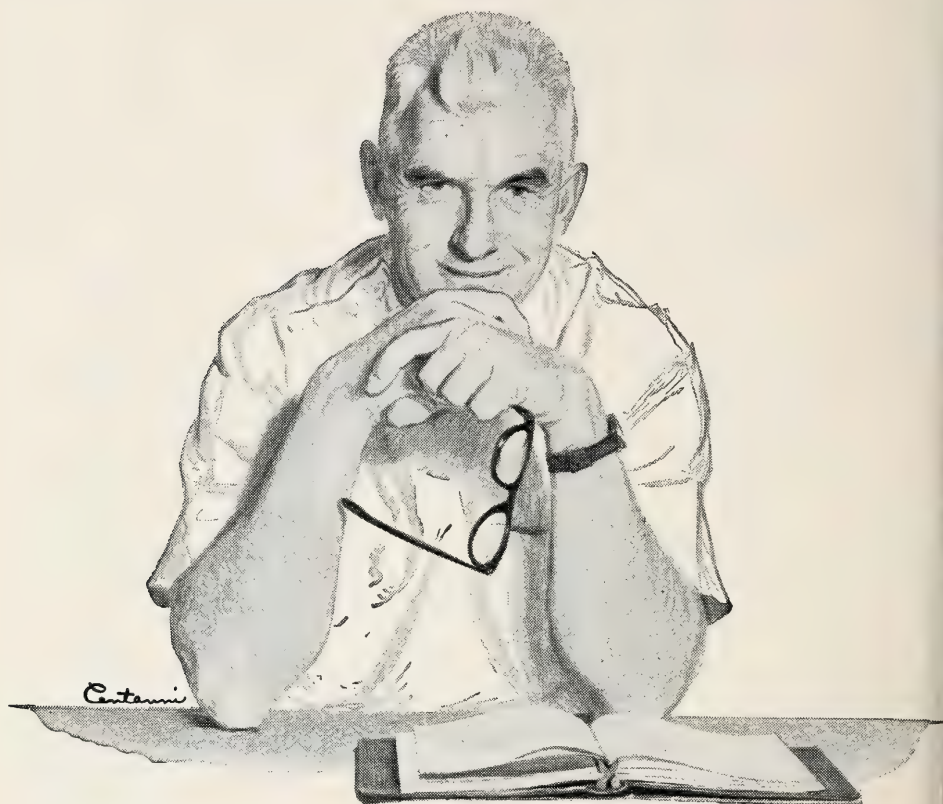
Lost: One Pint of Wild Cherry Bounce

Tom Ham and friend, out on hunting trip, stopped by a likely looking farm to request permission to shoot on the property.

Approaching a group at work shucking some corn, Tom and his friend, in a gesture of friendship and wishing to pave the way for the requested favor, inquired if the workers would be interested in a nip of "wild cherry bounce." They allowed they would.

After the bottle was drained, the question was put. "Hunt all you please," Tom and his friend were told, "it ain't our property."

Get acquainted with Squibb quality...



for profit and prestige!

YOUR PROFIT tomorrow and next month would be sufficient reason in itself for stocking and promoting *Sweeta*, *Lather Foam*, the *Angle Toothbrush*, *Squibb Aspirin*... just to name a few. For these consumer-accepted home necessities bear the hallmark of purity and reliability as surely as every ethical prescription product in the entire Squibb line.

BUT LONG-TERM PROFITS are even more important, and they must be *planned*... the reliability and good name, the *quality* of Squibb, help naturally to build the reputation of your store.

SQUIBB *quality...the priceless ingredient!*

GOVERNOR HODGES

Carolina would continue to move forward with courage and farsighted medical care planning.

The story of the good health campaign is well-known and it succeeded in making North Carolina health conscious. From this campaign came many worth-while results. One of these was a renewed and vigorous effort to bring better hospital care to North Carolina. In 1947 there were approximately 8,019 local general hospital beds in North Carolina, or 2.4 beds per 1,000 population. There are now existing or authorized 13,889 acceptable local general hospital beds in our State, or 3.3 beds per 1,000 population. Among the seven or eight leading States in hospital construction, North Carolina ranks fourth in new patient beds, first in number of construction projects, sixth in population, and eighth in the amount expended. Much of this construction was made possible through the Hill-Burton Bill, and recent amendments to this Act, which made possible Federal Funds on a matching basis to communities and counties. Other structures have included nurses' residence to serve local general hospitals, health centers to house county health departments, and chronic diseases hospitals.

In addition to all this construction and expenditure of Federal and local funds, the State of North Carolina has provided approximately \$44.4 million for permanent improvements directly to the State Mental Hospitals, tuberculosis hospitals, the new Memorial Hospital at the University of North Carolina, and the State Orthopedic Hospitals. The largest portion of these expenditures, of course, went to our mental hospitals as North Carolina has made and is making a determined effort to meet the tremendous need for better mental care and treatment. The statistics in this field are overwhelming. For example, every year 250,000 people enter the mental hospitals of this country for the first time. Another 100,000 are readmitted. One of every dozen children born this year will become a serious mental case at some time during his life. There are 1.5 million psychotics in the United States and one-third of our active,

working population is estimated to be emotionally disturbed. At the same time, our country has less than 9,500 psychiatrists while the need is for 12,000 new ones. This means there is only one psychiatrist for every 311 patients now in our mental institutions across the Nation.

In the field of Public Health, we have made great strides since the first North Carolina State Board of Health was created by the General Assembly in 1877. Preventive efforts of public health have been a great factor in the constantly improving general health of our people. For example in treating communicable diseases, progress in the last 25 years has been dramatic. Cases of diphtheria have been reduced from 3,248 cases to 85; typhoid fever from 1,000 cases to 37; and small pox from 556 cases to a point that no case has been reported in the past two years. The saving of human life and the prevention of human suffering resulting from this progress is difficult to express but understandable to all of us, and appreciated by all of us, especially those of us who have children and grandchildren.

POWERS-TAYLOR DRUG COMPANY

Richmond, Va.



Wholesale Druggists

Importers & Jobbers

Druggists' Sundries & Fancy Goods



We solicit your orders

Our experience of over 70 years

insures our ability to serve you

satisfactorily

Upjohn

best-seller
for
28 years!

Cheracol*

Each fluidounce contains:

Codeine phosphate 1 gr.
Chloroform 2 grs.
Potassium guaiacolsulfonate 8 grs.
Ammonium chloride 8 grs.
Antimony and potassium
tartrate 1/12 gr.
Alcohol 3%

With white pine and wild cherry
bark

Supplied:

Bottles of 2 and 4 fl. ozs., pint, and
gallon

*Trademark, Reg. U. S. Pat. Off.

The Upjohn Company, Kalamazoo, Mich.



Best Wishes to You, Mr. Ed

A number of pharmacies of the state have passed the million mark on prescriptions filled. A few come to mind: Lisk of Charlotte, Tainter's of Marion, Patterson Drug of Winston-Salem.

Several years ago O'Hanlon's of Winston-Salem reached this point. To pay tribute to the occasion, an employee of the pharmacy, V. P. Murray, dashed off a poem which appropriately he dedicated to "Mr. Ed" (E. W. O'Hanlon).

Mr. O'Hanlon, born in Fayetteville in 1870, is the oldest living past-president of the NCPA (1901-02). He was named "Pharmacist of the Year" in 1948.

Here is the poem as written by Mr. Murray:

More than half a century ago
A youngster with vision that wouldn't say
whoa

Went to Winston, the tobacco town,
And liked it so well that he settled down.

Now, this youngster of Irish breed,
Born with a natural knack to lead,
Started a business dispensing pills

To cure or relieve the public's ills.

A friendly place to meet and to tarry,
It became far more than an apothecary.

Here friends and cronies and those of their
ilk,

Whether in overalls, satin or silk,
Gathered and gossiped and traded their
news,

Expressing opinions regarding their views.

Time proceeded and finally fire

Forced the original store to retire.

But on its ashes, larger and taller,

Arose a building dwarfing the smaller;

A handsome structure, eight stories in
height,

Upon the former three storied site.

Time went by and the young and the old

Found each other proudly enrolled

In the great drug family that gathered there

Across the street from the Court House
Square,

In the ever growing drug store wisely led

By that Irishman affectionately known as
"Ed."

In keeping with progress, this apothecary
store

Has grown and expanded and now become
more

Than a haven of help for the sick and the
ailing—

It's a center of service and modern retailing
Where products and prices the best are
prevailing.

The best for the least has been their slogan
so long

That their prescriptions have reached a
million odd strong.

And so to this Irishman with vision and
grit,

Who never has known the meaning of quit,
We offer this toast, with sincerity in it:

Here's to your happiness in the years ahead;
Congratulations, best wishes to you, Mr. Ed!

—W. P. Murray

* * * *

Several hundred persons—and often thou-
sands—are involved in testing a single drug
before it is pronounced ready for use by
the medical profession.

MAKE



YOUR *Buy-Word*

FOR LABELS*

***ALSO DRUG BOXES
AND PHYSICIANS
PRESCRIPTION BLANKS**



McCourt LABEL CABINET CO.

42-54 BENNETT
STREET



THE RIGHT
LABEL
RIGHT AT
HAND

BRADFORD,
PENNA.

RALPH M. CROSSON, Representative
P. O. Box 475

Columbia, S. C.

WEIGHT WATCHERS

ARE OUT LOOKING

FOR Sucaryl®

**Non-caloric sweetener
for reducing and diabetic diets**

Tablets • Solution • Powder



And it's not just the fat ones, either. The chubbies, the plumps, the stouts, the so-so's—they're all out. The new national advertising is part of it, of course. But it all goes back to the product itself: *A non-caloric sweetener which actually and absolutely cannot be told from sugar in its normal use. It's as simple as that.*

Abbott



Dear W. J.:

There was one thing about the Georgia Board of Pharmacy that was very impressive: they gave me a paper to read, swear to and sign.

By signing the paper, I agreed to keep the pharmacy, or pharmacies I might work in, clean, neat and orderly.

You know, they must enforce this for every pharmacy I visited (I went in a number from Atlanta back to the border) was spotless. That really impressed me.

—N. C. Pharmacist

Dear W. J.:

I want to thank you for your efforts in helping me secure the services of a relief pharmacist. I returned to find my business had gone on as usual. The conclusion I have reached is that I was crazy to wait three years to take a vacation.

—N. C. Pharmacist

Dear Mr. Smith:

The news item in a recent NARD Journal about the establishment of the N. C. Academy of Pharmacy was very interesting to me.

Some of us who have recently joined the New York Academy of Pharmacy believe that special requirements along the lines of those which you have should be set up for our members.

The NARD lists various activities by which points are earned. I would appreciate knowing the individual point values of these activities.

E. E. Leuallen, Dean

Columbia Univ. College of Pharmacy



GOODS ALL SOLD
Lilly
HERE WELL BOUGHT

GEARED FOR BIGGER PROFIT

Our entire operation is geared to give you the modern type of service which will increase your profit opportunities. Thousands of fresh, new drug-store commodities . . . quick, competent service . . . only one bill to pay. You can buy as you need. Make your dollar earn more. Send your orders to us.

WE ARE A *Lilly* DISTRIBUTOR

THE PEABODY DRUG COMPANY

Durham, North Carolina

**82 MILLION
PACKAGES
A YEAR...**



HEADACHE

NOTHING BETTER—NOTHING FASTER

***Manufactured exclusively
in North Carolina
Since 1910***

B. C. Remedy Co. DURHAM, NORTH CAROLINA

Sloan Appointed

William L. Sloan has been named to the Chapel Hill School Board succeeding a former member who resigned in July.

Mr. Sloan operates the Sloan Drug Company. He is a director of the University National Bank and a former president of the Chapel Hill Jaycees.

Alamance

A film, "Do You Fill Prescriptions Here?" was shown at the August 8 meeting of the Alamance Pharmaceutical Society, held near Burlington.

The program, arranged by the NCPA, was presented by NCPA Secretary Smith.

The club voted to discuss uniform prescription blanks at an early meeting. A pharmacist from one of the towns participating in this type program will be invited to discuss the idea with the members.

Northeastern

W. D. WELCH, JR., Reporter

Frank Errigo of Parke, Davis & Company was guest speaker at the August 8 meeting of The Northeastern Carolina Drug Club, held in Ahoskie.

A film, "History of Pharmacy," which showed the progress of pharmacy made possible by research during the past 50 years, was shown by Mr. Errigo.

Mr. Errigo discussed problems facing the drug store of today and how it is being fenced in by door to door peddlers and super markets. To combat this, he suggested certain changes in present-day store operations.

The meeting was well attended. President David of Williamston presided. W. T. Boone of Ahoskie presented the speaker.

Guests present: D. R. Davis, Jr., of Williamston; Alfred Martin, Octavus Griffin and M. C. Savage, all of Roanoke Rapids.

Next meeting of the club will be held in New Bern, October 10.

FOR SALE: One torsion balance pharmacy scale in good condition. Style 269. Price \$60.00. W. B. Aull, Landis, North Carolina.



**You
should
serve**

Pine State

MILK



Since 1919

It's Still

North

Carolina's

Choice

More people like it at home,
and they'll like its fresher,
more dependable flavor at
your fountain, too.



phone **RALEIGH 2-3911**
for full details

Pine State

MILK-ICE CREAM

RALEIGH, NORTH CAROLINA

happy patient
Actually enjoys
medicine-taking!



happy physician
Knows fast-acting
tetracycline will
get to work as he
planned it!



happy!

happy pharmacist
Pleases everybody . . .
piles up pre-
scription profits!



*faster-acting, better-tasting
new broad-spectrum*

Tetrabon*

BRAND OF TETRACYCLINE

HOMOGENIZED MIXTURE

Delightfully flavored formulation, specially homogenized for fine particle dispersion, rapid absorption — therapeutic blood levels within one hour. 125 mg. tetracycline per 5 cc. teaspoonful.

Bottles of 2 fl. oz., ready mixed and packaged ready to dispense . . . **and for the first time . . . bottles of 1 pint ready mixed and packaged ready to dispense.**

Also available . . . TETRABON SF† (brand of tetracycline hydrochloride with vitamins) *homogenized mixture* . . . provides, in addition, the vitamins of the B complex, C and K recommended for nutritional support in the stress of infection.

Bottles of 2 fl. oz., ready mixed and packaged *ready to dispense.*

*Trademark †Trademark for Pfizer-originated, vitamin-fortified antibiotics



PFIZER LABORATORIES, Division, Chas. Pfizer & Co., Inc., Brooklyn 6, N. Y.

Proclamation

Whereas, official records disclose that accidents in the American home kill, injure, or permanently disable approximately 5,000,000 persons each year; and

Whereas, by eliminating the accident hazards in the majority of homes, many accidents can be prevented; and

Whereas, every citizen should be prepared to meet emergencies in the home, as, through prompt application of first-aid treatment, minor hurts frequently can be prevented from developing into permanent disability, or even a life may be saved; and

Whereas, the ability to provide such service is dependent upon the presence of essential materials; every citizen can contribute to his own and his family's safety by taking immediate steps to be properly pre-

pared and equipped to cope with emergencies when they arise; and

Whereas, these emergencies do not wait for the home to be equipped to meet them;

Now, Therefore, I, R. Boyd Morris, Mayor of the City of Greensboro, North Carolina do hereby proclaim the week of October 1st to October 8, 1956, as "EMERGENCIES DON'T WAIT WEEK," and do hereby urge all citizens of Greensboro to make the necessary precautions to minimize home accidents, bearing in mind that home safety means national safety.

In Witness Whereof, I have hereunto set my hand and caused the seal of the City of Greensboro to be affixed, this the 8th day of August, 1956.

R. Boyd Morris,
Mayor



Boyd Morris (center), Mayor of Greensboro, signs "Emergencies Don't Wait Week" Proclamation while NCPA President Jesse W. Tyson (left) and Tom Tucker, sales representative of Johnson & Johnson, look on.

NEW PRODUCTS

D-CAL-FE Ovalets

Each ovalet contains:

Ferrous Gluconate (Elemental Iron 37 mg.).....	324 mg.
Calcium Lactate (Calcium 65 mg.).....	500 mg.
Vitamin D (Irradiated Ergosterol).....	400 USP Units

Available in bottles of 100 \$1.20 and 500 \$5.20

VI-CAL-FE Ovalets

Each Ovalet contains:

Ferrous Gluconate.....	260 mg.
Calcium Lactate.....	324 mg.
Vitamin A (Acetate).....	1000 USP Units
Vitamin D (Activated Ergosterol).....	400 USP Units
Vitamin B-12 (Cyanocobalamin USP).....	1 mcg.
Thiamine Hydrochloride.....	1 mg.
Riboflavin.....	1 mg.
Ascorbic Acid.....	30 mg.
Pyridoxine Hydrochloride.....	2 mg.

Available in bottles of 100 \$1.80 and 500 \$8.40

ORDER NOW FROM YOUR WHOLESALE

MAYRAND INCORPORATED

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Greensboro

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James A. Way, Jr. (right) presents engraved watch (given by the Pharmacists of Winston-Salem) to Wade A. Gilliam—North Carolina's "Pharmacist of the Year." Mrs. Gilliam shown with the Mortar & Pestle award at her right.

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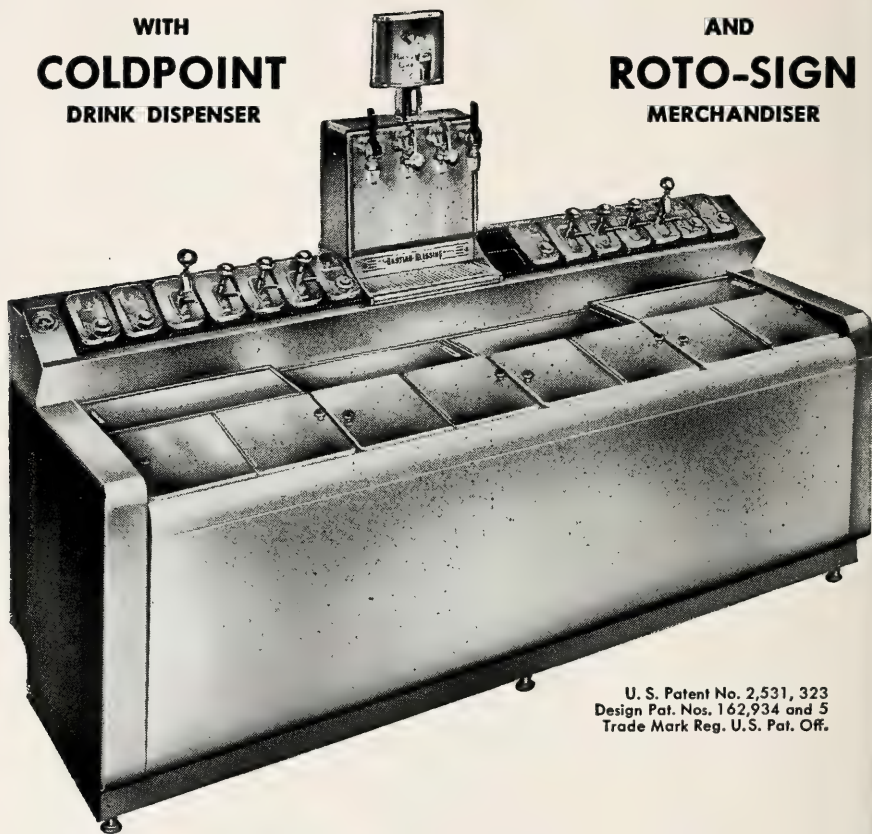
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Now the dual efficiency and clean beauty of the exclusive TWIN-SERV, maker of the industry, are combined with the large volume beverage-serving perfection of COLDPOINT and the sales stimulating effect of colorful ROTO-SIGN. Put this winning combination to work for you. Made exclusively by Bastian-Blessing, world's largest manufacturer of food fountain equipment. See this fountain yourself, or write us for catalog.

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Manufacturers — Distributors

LYNCHBURG

VIRGINIA

Veterans Administration in the State of North Carolina

Scope—Veterans Administration operates 13 field stations in the State of North Carolina, employing more than 4,000 full-time and part-time persons at an annual payroll of nearly \$16 million.

VA's total annual expenditures in the State for cash benefits, services, and miscellaneous costs for veterans and their dependents during fiscal year 1955 were \$102,593,254, exclusive of a few benefits and services which cannot be broken down on a state basis because of their nature.

The summary:

Veterans Population—482,000, including 303,000 World War II veterans, 23,000 veterans who served in both World War II and the Korean Conflict, 101,000 veterans of only the Korean Conflict, 53,000 World War veterans, and 2,000 veterans of earlier wars and of peacetime service who are receiving VA benefits.

Hospitals—VA operates four hospitals Statewide, including two general medical and surgical hospitals, one neuropsychiatric hospital, and one tuberculosis hospital.

These hospitals have a total of 3,000 operating beds and an average daily patient load of 2,700, including 900 GM&S, 800 NP, and 1,000 TB patients.

A brief description of each hospital follows:

Durham

Address—Fulton Street & Erwin Road

Opened—1953

Manager—J. S. Glotfelty, M.D.

Operating beds—470 for March 1956

Average daily patient load—470 for March 1956, including 43 TB, 86 NP, and 41 GM&S patients.

Fayetteville

Address—Raleigh Road

Opened—1940

Manager—J. S. Pittman

Operating beds—380 for March 1956

Average daily patient load—345 for March 1956, including three TB, 63 NP, and 79 GM&S patients.

Oteen

Address—Oteen

Opened—1920

Manager—F. W. Rollins

Operating beds—1,500 for March 1956

Average daily patient load—1,240 for March 1956, including 976 TB, one NP, and 263 GM&S patients.

Salisbury

Address—Salisbury

Opened—1953

Manager—S. J. Muirhead, M.D.

Operating beds—638 for March 1956

Average daily patient load—633 for March 1956, including 616 NP and 17 GM&S patients.

REGIONAL OFFICE

Veterans Administration operates one regional and eight sub-offices to provide services as close as possible to the home towns of veterans, their dependents and beneficiaries.

The Regional and sub-offices are:

Winston-Salem

Regional Office, 310 West Fourth Street

Manager—J. D. DeRamus

Offices under Winston-Salem—Asheville, Charlotte, Durham, Gastonia, Goldsboro, New Bern, Raleigh and Wilmington.

BENEFIT PROGRAMS

GI Loans—The loan program under the World War II and the Korea GI Bills has resulted in 55,200 home, farm, and business loans with a principal amount of \$364.6 million for North Carolina veterans.

All loans were made by private lenders and were guaranteed or insured by VA in the amount of \$198 million.

Home loans totaled 53,700 with a principal amount of \$358.3 million. Farm loans totaled 480 with a principal amount of \$2.4 million. Business loans totaled 1,050 with a principal amount of \$3.9 million.

In addition to the GI home loans made

(Continued on page 410)

VA in N. C.

by private lenders, VA made more than 3,900 direct GI home loans averaging \$7,700 per loan in those areas where VA found no private mortgage funds available for GI home loans.

GI Education and Training—North Carolina veterans have made good use of the education and training programs available to them.

A total of 350,000 World War II veterans trained under two programs—the World War II GI Bill, and the Vocational Rehabilitation Act for the disabled. Of this number approximately 338,000 trained under the World War II GI Bill, using their education and training to assist them in readjusting to civilian life and make up for the years they were in service. The remaining 12,000 were disabled in World War II service and needed vocational rehabilitation training to overcome their handicaps so as to become employable again.

A total of 40,000 Korea Conflict veterans in the state have taken advantage of training benefits so far, either under the Korea GI Bill or the vocational rehabilitation program for disabled veterans.

Compensation and Pension—*Compensation* is payable to living veterans for *service-connected disabilities* and *pension* is payable for *total and permanent nonservice-connected disabilities* to wartime veterans whose income from other sources does not exceed certain amounts.

More than 51,000 North Carolina veterans are receiving compensation and pension. Their VA income from this source during fiscal year 1955 amounted to \$39.4 million.

Death Compensation and Pension—Death compensation is payable to the unmarried widows, minor children and dependent parents of deceased veterans who died in active service or from service-connected disabilities.

Death pension is payable under certain conditions to the unmarried widows and minor children of deceased wartime veterans who died from nonservice-connected disabilities.

In North Carolina, the unmarried widows, minor children, and dependent parents of nearly 19,000 deceased veterans

are receiving death compensation and pension, and their income from this source during fiscal 1955 amounted to \$16.4 million.

Guardianship—Incompetent veterans and their minor dependents or incompetent beneficiaries are entitled to VA protection of their estates derived from benefits paid by VA under Acts of Congress.

In North Carolina, 7,100 wards are receiving this VA protection. They include 1,800 incompetent veterans, 5,100 minor dependents of these veterans, and 200 incompetent beneficiaries.

At the end of fiscal year 1955, their estates under VA protection amounted to \$11 million.

Other Benefits—Several other benefits are administered by VA for North Carolina veterans, their dependents, or beneficiaries.

For living veterans, these benefits include a 50 percent grant up to a maximum of \$10,000 for "wheel chair" homes for the seriously disabled whose disabilities are service-connected; a \$1,600 grant toward the purchase of an automobile or other vehicles with special devices for the seriously disabled whose disabilities also are service-connected; prosthetic devices such as artificial limbs and eyes, braces, trusses orthopedic shoes, special clothing, crutches, canes, wheel chairs, eyeglasses, hearing aids etc., for service-connected disabilities.

Veterans who have service-connected blindness may be furnished special VA rehabilitation in addition to guide dogs, electronic and mechanical equipment for the blind, and special training in the use of the dogs, canes or other equipment.

When eligible veterans die, VA may pay up to \$150 as reimbursement for funeral expenses to the person who defrays the cost and files claim with VA.

VA also may provide a burial flag to drape the casket and to be presented to the next of kin after burial.

North Carolina veterans and their dependents are taking advantage of these benefits, as is indicated in the following figures: 8 veterans received "wheel chair" housing grants, amounting to \$80,500 during fiscal year 1955; to date 1,050 have received automobile grants amounting to nearly \$1.7 million; a total of 2,500 prosthe-

devices, exclusive of stump socks and aring aid batteries, were given to disabled North Carolina veterans during the st fiscal year, and 23 blind North Carolina veterans have been rehabilitated.

* * * *

Four cherry trees at the Detroit headquarters of Parke, Davis & Company are a nbol of international goodwill. Dr. Jokichi kamamine, the famed Japanese scientist, ve the trees to Parke-Davis at the time presented the famed Capital cherry trees officials in Washington, D. C.

* * * *

Milestones in the history of medicine are ing recorded in oil paintings by Parke, uvis & Company. The worldwide pharmaceutical firm originated the historical ctore-history to supplement its "History

of Pharmacy in Pictures" series, now completed. The first picture in the 40-painting series depicting the history of medicine is scheduled for completion in 1957.

* * * *

Recent Installations by Berryhill

Installations by Berryhill Fountain Sales Company, Charlotte:

Hospital Pharmacy, Clinton. Complete set drug store fixtures.

Walker's Drug Store, Charlotte. Eighteen feet of Stanley Knight soda fountain equipment.

Speaking of soda fountain equipment, Belk's Department Store of Charlotte has installed over 90 feet of Stanley Knight soda fountain and luncheonette equipment in their new store. This is one of the largest installations of fountain equipment in the south.



LANCE STANDS OUT

IN QUALITY
IN PROFIT
IN CONSUMER
SATISFACTION



HOWELL HALL HAPPENINGS

Two new appointments have been approved in the School of Pharmacy by the Board of Trustees of the University of North Carolina.

Dr. Sigurdur Jonsson was appointed Associate Professor of Pharmaceutical Chemistry to replace Professor W. H. Hartung, retired. Dr. Jonsson was a native of Iceland but is now an American citizen. He received his education at the School of Pharmacy and Science in Iceland, the Philadelphia College of Pharmacy and Science where he received the degree of Bachelor of Science in 1944, the University of Wisconsin where he received the degree of Master of Science in 1945, and the University of Delaware where he received the degree of Doctor of Philosophy in 1950 with a major in organic chemistry. He has taught five years as Professor of Pharmaceutical Chemistry at the New England College of Pharmacy. He is licensed as a pharmacist in Maine. His research has included the synthesis and biological testing of various antimetabolites and growth factor analogues. A part of his research has included the use of radioactive isotopes. He is a member of Rho Chi, Delta Sigma Theta, American Pharmaceutical Association and other scientific organizations. Dr. Jonsson is single.

Dr. Earl Triplett Brown was appointed as Assistant Professor of Pharmacy to replace Dr. John Andrako who resigned to accept a position with the School of Pharmacy of the Medical College of Virginia. Dr. Brown is a native North Carolinian who received his education at the University of North Carolina receiving the degrees of Bachelor of Science in Pharmacy in 1952 and Doctor of Philosophy in 1956. His research has been concerned with pharmaceutical formulations. As a graduate student he held the Vick Research Fellowship through the North Carolina Pharmaceutical Research Foundation for four years. He has had extensive experience in retail pharmacy and is licensed in North Carolina. He is a member of Rho Chi and Kappa Psi. As an undergraduate student Dr.

Brown received the Pharmacy Student Body Award as the outstanding student in his class and the Buxton Williams Hunter Medal for scholarship and campus citizenship. Dr. Brown is single.

There were two promotions in the faculty for the coming school year. Dr. Ben F. Cooper was promoted to Assistant Professor of Pharmacy and Dr. F. C. Hammerness was promoted to Assistant Professor of Pharmacy Administration.

At 2:00 p.m. on Wednesday, October 3, the pharmacy faculty will make its second telecast on "Careers in Pharmacy" for high school students over WUNC-TV, Channel 4. Twenty-seven minute 16 mm. sound films are available on a free basis for showing in high schools and for civic club programs.

Dr. and Mrs. Kenneth L. Hoy and the two children visited the School of Pharmacy on July 30. Dr. Hoy is very happy with his research work at Union Carbide and Carbide Corporation in West Virginia.

On August 3 two graduate students passed their final oral examinations for the degree of Doctor of Philosophy. The title of the dissertation by Nicholas Harry Batuyios was "An Investigation of the Incompatibilities of Quaternary Ammonium Germicides in Compressed Troches." Dr. Batuyios has accepted the U.S.P. postgraduate research fellowship at the University of Michigan where he will work under the direction of Dr. A. M. Mattock. Bachelor of Science in Pharmacy, North Carolina, 1942. The title of the dissertation by Earl Triplett Brown was "Aqueous Vehicles to Simulate Light Liquid Petrolatum for Nasal Preparations."

Irwin L. Honigberg passed his final oral examination for the degree of Doctor of Philosophy on August 8. The title of his dissertation was "Some Peptide Analogues of Serine and of beta-Alanine, and Some gamma-Glutamyl Amides." He has accepted the position as professor of pharmaceutical chemistry at the New England College of Pharmacy.

Dr. George Cocolas has accepted a position in the research department of the National Drug Company in Philadelphia.

Professor H. O. Thompson and family visited the William S. Merrell Company on August 10 while traveling to the home of his mother in West Lafayette, Indiana for vacation.

Dean and Mrs. E. A. Brecht attended the annual meeting of District #3 of the National Association of Boards of Pharmacy and the American Association of Colleges of Pharmacy held August 19-21 in Pensacola, Florida. On their return they visited the College of Pharmacy at the Alabama Polytechnic Institute where some good ideas for a new pharmacy school building were obtained from a building completed in 1951.

Valuable gifts were received for the School of Pharmacy Museum. On August 6, Dr. S. S. Fay, Bledsoe Building, West Asheville, presented to the School of Pharmacy Museum three valuable and much prized items: a 4-drachm conical graduate that is unique in shape, 5 square brass apothecary weights that have been checked for accuracy and have been found to be remarkably accurate considering their age; and a 5-inch hand balance that is particularly interesting in the shape of the brass pans. The items were received by Dr. Fay 20 years ago from Mrs. J. Berkley Cain, who moved to Asheville from Charleston, South Carolina. She told Dr. Fay that they were used in a Charleston drug store during the war between the States. The items were presented by the physician to the School through the interest of an alumnus, Dan Foster, of the Palace Pharmacy, West Asheville. The gifts have been labeled with an appropriate gift marker showing the donor and have been placed in the Museum.

The Pharmacy Museum has attracted a great deal of interest since it was established by the late Dean J. G. Beard in 1932, who realized the importance of adding to the other displays of the School an old time apothecary shop, showing the fixtures, appliances, and containers that were used in the drug stores of former eras. It is an effort to perpetuate the memory of a form of

practice that stirs the sentiment of present day pharmacists.

Improvements in Howell Hall during the summer included the installation of new Yale locks in the student desks of the C. T. Council Dispensing Laboratory.

* * * *

Therapeutic Notes, a journal for physicians, is published by Parke, Davis & Company in seven languages. The magazine has a worldwide circulation of more than 400,000. It is printed in English, Iranian, Spanish, French, and Portuguese, plus two additional English versions.

* * * *

Harry J. Loynd, president of Parke, Davis & Company, says today's medical care is "the biggest bargain in history." Loynd points out that, in the past 20 years, for example, the cost of treating pneumonia has dropped from \$1,000 to less than \$100. The pharmaceutical company executive says chances of survival have increased 500 percent in the same 20-year period.

Cover Page

Portrait of the late Frank W. Hancock, Sr., secretary-treasurer of the State Board of Pharmacy from 1902 to 1944, may be seen in the Board offices in Chapel Hill.

The oil painting was given to the Board by the Hancock family of Oxford.

Omission

If you hunted for the author of that interesting article, "Creating Plus Sales Through Service," which appeared in the August JOURNAL (page 337), you hunted for it in vain.

Somewhere along the line we slipped up ... perhaps it was the heat. In any event, we are glad to set the record straight by crediting authorship of the article to our long-time friend, Rowe B. Campbell of Taylorsville, who has built an excellent business by putting into practice the suggestions he incorporates into the "plus sales" article.

Planning Session

Annual Meet of Auxiliary Officers Held

The annual Woman's Auxiliary Planning Session and Workshop was held August 1st at the Institute of Pharmacy, Chapel Hill.

A morning session of the Executive Board was devoted to consideration of plans for the year's work.

Following a luncheon served at the Institute, the Executive Board members were joined by the presidents of local auxiliaries and state committee members for a joint discussion of their detailed work.

Each committee's obligations were discussed briefly, following introduction of committee members.

Action on proposed plans was deferred until an October session which will be held in conjunction with a seminar of the N. C. Pharmaceutical Association.

Approximately forty-five officers of the state and local auxiliaries attended the session.

AUXILIARY PRESIDENTS MEET AT INSTITUTE OF PHARMACY



Seated, left, Mrs. P. W. Kendall, Charlotte, State President; right, Mrs. W. F. Elmo, president, Raleigh Woman's Drug Club. Standing, left to right: Mrs. Leon Cahill, president Winston-Salem Apothecary Club; Mrs. F. F. Potter, president, Charlotte Woman Druggist Auxiliary; Mrs. E. R. Kinard, Jr., president, Greensboro Drug Auxiliary; Mr. John Bullock, Jr., president Chapel Hill Pharmacy Wives; Mrs. D. D. Hocutt, Henderson president Lizzie Hancock Chapter.

Rx Compounding Procedure

This prescription, from the Duke Hospital pharmacy laboratories, has created some difficulty in the state, according to Pharmacist I. T. Reamer.

Here Mr. Reamer presents the correct compounding procedure and gives the formula of "preserved water."

SYRUP OF FERROUS SULFATE WITH VITAMIN C

Ferrous Sulfate	5 gm.
Ascorbic Acid	5 gm.
Preserved Water	20 cc.
Cherry Syrup	q.s. 100 cc.

F. T. Solution

Dissolve Ascorbic Acid in warmed preserved water, then dissolve Ferrous Sulfate in this solution. Filter and add Cherry Syrup.

Preserved Water:

Methyparaben	0.06%
Propylparaben	0.03%
Distilled Water	q.s. 100 cc.

Head Work

The strong man appeared at an agent's office carrying a stone, a big hammer, and

a huge suitcase. "This big stone," he explained, "is placed on my head, then my assistant takes the hammer, swings it as hard as he can, and breaks the stone."

The agent's head nearly ached just from the description and he was quite enthusiastic. "Sounds wonderful!" he shouted. "But if you need only the hammer and the big stone for the performance why did you bring that suitcase?"

The strong man replied, "It's full of aspirin."

Rx Dollar

Here's a break-down of your prescription dollar:

51¢ goes for ingredients and merchandise
 17¢ goes for wages while you're working
 6¢ goes for wages while you're loafing
 3¢ goes for overhead administrative costs
 3¢ goes for time spent buying and stock handling
 3¢ goes for rent and maintenance of space used
 17¢ is your net profit that you keep

Remodeling or Building a New Drug Store?

Take advantage of our planning and Designing Service

*Designers and Manufacturers
Drug Store Fixtures*

RAMSEY

**Manufacturing Corporation
CHARLOTTE, NORTH CAROLINA**

Sixteen Selling Hints

1. You can't sell what you haven't got.
2. People want new goods—not old goods.
3. You're not in business to buy goods—or even to sell goods. You're in business to sell goods at a PROFIT.
4. Buying from a great crowd of scattered resources makes you important to none, gives you a scattered, incomplete stock, and cuts your volume and profit.
5. If you buy more than you sell, some day you'll sink.
6. To buy without knowing what you HAVE been selling, and ARE selling, is to buy blindfolded.
7. The dullest part of the store business is the most profitable—reordering, promoting, keeping excited about the store's SWEETHEARTS—the items people want.
8. Not to know from whose goods you profit most is just plain dumb. And not to have a COMPLETE stock of profitable selling merchandise, no matter how business is in other goods, is DUMBER.
9. The best buyers are the best seller—of their best sellers.
10. The best buyers are those who give help—credit—encouragement—information to their meal tickets, the salespeople.
11. Buyers who are always crying about competition will always be crying about competition.
12. The less time a buyer spends at his desk the better for him and his department—and all its members.
13. You can't sell figures—unless you run a night club.
14. Turn off your selling heat and you turn off your chance for extra business.
15. People can't WEAR price. They don't BUY price. They buy things AT PRICE. And no matter how low the price, the more sharply the item's SELLING FEATURES are pointed, the better the selling.
16. People want to SEE what you have for sale—orderly—glorified—easy to buy form.



Reabela Tablets

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

Reaco A & D Capsules

\$10.00 Doz. 100s

A. E. P. Tablets

\$24.00 Doz. 100s

Pyridoxine HCl (B6) 10 mg. Tablets

\$2.25 per 100

Pyridoxine HCl (B6) 25 mg. Tablets

\$4.50 per 100

Pyridoxine HCl (B6) 50 mg. Tablets

\$7.50 per 100

Reavita Capsules

\$34.80 Doz. 100s

\$28.00 per 1000

Neo-Reavita

\$36.00 Doz. 100s

Reacaps

\$25.80 Doz. 100s

Rea-Secal

\$15.00 Doz. 100s

Your cooperation in stocking Reaco Products is appreciated

REACO PRODUCTS

P. O. Box 247

WEST DURHAM, NORTH CAROLINA

Weddings**Viall-Royal**

Miss Matel Royal to Robert Stanley Viall, the Piney Green Baptist Church, Route Roseboro, on August 26.

Mr. Viall is the son of Mr. and Mrs. Wesley Viall of the Carolina Pharmacy, Lenoir, N.C.

Lloyd-Peede

Miss Ruby Eloise Peede to William Leonard Lloyd at the Lillington Baptist Church, Lillington, on August 31.

Mr. Lloyd recently established a drug store in Garner.

Hardison-Adams

Miss Mary Joyce Adams, daughter of Pharmacist and Mrs. Wilbur R. Adams of Carolina Beach, to Albert Lynn Hardison, of the Presbyterian Church, Carolina Beach, September 15.

Creekmore-Lewis

Miss Carol Kreienbaum Lewis to Raymond Lee Creekmore of Whiteville, at the Sacred Heart Catholic Church, Whiteville, September 15.

Births**Rabil**

Nora Leigh, daughter of Mr. and Mrs. Ernest Rabil of Winston-Salem, born July 15.

Sisk

Mary Frances, daughter of Mr. and Mrs. William Sisk of Asheville, born August 19.

Sheffield

Lisa Jean, daughter of Dr. and Mrs. William Sheffield of Austin, Texas, born August 22.

Gamble

Harriette Elizabeth, daughter of Mr. and Mrs. Joe Paul Gamble, of Monroe, born August 27.

Adams

Patricia Louise, daughter of Mr. and Mrs. Bill Adams of Wilson, born August 27.

Creech

Mary Rives, daughter of Mr. and Mrs. Jimmy Creech of Smithfield, born August 28.

Smith

Virginia Ann, by adoption, to Mr. and Mrs. Ralph W. Smith, Jr. of Kinston, August 23.

Parke, Davis & Company was among the first pharmaceutical firms to recognize the importance of an organized research program. As early as 1869, the worldwide pharmaceutical company sent biological expeditions to Central and South America, the West Indies, and the Fiji Islands in search of new drugs.

* * * *

Several hundred technically trained workers at Parke, Davis & Company are assigned to research on promising new drugs. The firm has a budget of nearly \$5,000,000 solely for research.

* * * *

Pediatric Patterns, a new pamphlet published by Parke, Davis & Company, enables physicians to tell at a glance the incidence of communicable diseases in any given area in the United States. Charts and maps report case loads of diphtheria, whooping cough, scarlet fever, measles, typhoid fever, and poliomyelitis on national, state and local levels.

* * * *

Pharmaceuticals are among the nation's fastest-growing industries. Parke, Davis & Company points out that statistics show there are approximately 1,200 manufacturers and distributors serving nearly 200,000 physicians and 53,000 pharmacies.

And Then There Is the Story from the Peripatetic Column . . . "She was 74: She had severe claudication. When she was admitted to hospital there had been small areas of gangrene on one foot, but these had now separated and she was up and 'puttering.' Soon she was to be discharged and sent home.

Let me see Mrs.—, you live by yourself don't you?

No doctor, with my sister.

How old is your sister?

She's 80.

Then I suppose she is no state to look after you.

Oh, yes, she is, doctor, but I have to look after her because she goes out to work.

Goodness gracious, at 80. What does she work at?

She works on a capstan.

Part-time?

No, whole-time. We get up at half past five in the morning to get her off and she gets back to her supper at seven.

Well, could you get a home help to come in each day?

But who's going to pay for it, doctor? I've only my pension.

What about your sister? She earns some money.

So she may, doctor, but she saves for her old age.

* * * *

Adrenalin, the first hormone, was isolated in the Parke, Davis & Company laboratories in 1899. A few other milestones in the research program of the 90-year-old pharmaceutical firm are Pituitrin (1909), used in obstetrics; Dilantin (1938), drug of choice for treatment of grand mal epilepsy; Promethazine (1945), first agent used with any real success in treatment of leprosy, Benadryl (1946), first anti-histaminic to be marketed in the United States; and Chloromycetin (1949), only broad-spectrum antibiotic which lends itself to chemical synthesis on a practical scale.

For Over Fifty Years

CAPUDINE

The Liquid Headache Relief

has been promoted to the people of North Carolina for sale through Drug Stores only. Millions of bottles have been sold in the state without a complaint from a consumer. In the achievement of this splendid record we give a large measure of credit to the druggists of North Carolina for their splendid professional co-operation.

"A Good Product

Consistently Advertised"

CAPUDINE CHEMICAL COMPANY

Raleigh, North Carolina

Change in Ownership

Whitehead's Pharmacy, Charlotte. C. R. Hodges, the owner; John B. Balas, pharmacist in charge.

Nowell's Drug Store, Wendell. W. R. Nowell, Jr., the owner; John F. Simpson, the pharmacist in charge.

Summerfield Drug Store, Summerfield.

H. Richardson, owner and pharmacist in charge.

Herring to Manage Reynolds Drug

R. M. Herring has resigned his position with Register's Drug Store of Clinton to become a partner and manager of Reynolds Drug Company in the same town.

Mr. Herring is a graduate of the UNC School of Pharmacy (1943) and saw service as an x-ray technician in Italy during World War II.

His initial drug store experience was with Miller's Pharmacy of Clinton. Later he was associated with Tom's Drug Company in Wilmington, and since 1948 to date, with Register's Drug Store.

Age Does Not Whither nor Custom Stale . . .

This month an Illinois doctor wrote: "I remember a trip through the Austrian Alps when I stopped at a mountain inn. I was waited on by a giant with white hair, shining teeth and aquiline features. I asked his age. He said, 'Ninety-one, sir.' To my question how he achieved his excellent health, he replied that he had never used tobacco, alcohol or indulged in any other excesses. A terrific noise interrupted our conversation and the innkeeper went out to deal with the cause of the racket. On returning

he remarked quite casually: 'That's just my older brother coming home drunk!'"

And a Lancet Commentator Wrote . . .

She was a motherly old body, but her symptoms seemed to be functional, so the psychiatrist's aid was sought. He interviewed her in the ward side-room, and some time later the sister asked her how she had got on. She had apparently enjoyed her chat, had thought the doctor was a nice young man, but was sorry to find him so restless, and smoking so many cigarettes one after the other. She really felt it would do him good to see one of these psychiatrists about whom she had heard so much.

Around the turn of the century, major advance in medicinal agents was expected from the pharmaceutical industry every 25 years. Today, Parke, Davis & Company says, at least one significant advance is expected about every six months.

* * * *

Almost any type of climatic condition can be reproduced in a laboratory of Parke, Davis & Company at Detroit. The laboratory, in the package testing division, is used to determine the stability of medications when subjected to adverse weather conditions and prolonged shelf storage.

* * * *

Collecting dirt is part of the job for 1,300 sales and medical service representatives of Parke, Davis & Company. The traveling employes of the worldwide pharmaceutical firm continually collect soil samples and send them to the Parke-Davis laboratories in Detroit for antibiotic research.

SMITH WHOLESALE DRUG CO.

SPARTANBURG, S. C.

A Young and Growing Service Wholesale House,
Owned and Operated by Registered Pharmacists

We Appreciate Your Business

LIGHT STUFF

Time of Life

The salesman's wife was upset by the wild carryings on of her husband. She decided to take her troubles to her pastor.

"Reverend," she sobbed, "something has to be done about my Willie. He no longer comes home at night to me and the 8 kids. Instead, he's gallivanting all over town, drinking, playing cards, and chasing after women."

"You have my deepest sympathy," commiserated the minister. "Your husband is a miserable sinner."

"A sinner he is, Reverend, but miserable, no. He's having the time of his life."

Great Git

A young Confederate soldier became detached from his outfit during the battle of Appomattox. Wounded and starving, he was wandering behind the Northern lines.

It was bitter cold. His uniform was thin and his boots were worn and sodden. As he dragged himself along a wooded path he was suddenly surrounded by a dozen Yankees with drawn bayonets.

"We got you!" shouted one of them.

"And," replied the wretched captive, "a hell of a git you got!"

Clean Miss

An old mountain man and his wife had quite some spat. As a result, she just stopped talking to him. After some days of that, the silence began to get on the old gent's nerves. So he decided to do something drastic to bring his wife back to normal.

"You don't love me no more," he announced, "so I'm goin' out and shoot myself." With that he grabbed his trusty shotgun and one shell and stomped out of the house and up on the hill that rose to the rear of the home. The wife didn't even look up as he left.

Up on the hill, the old man fired the gun into the air and fell on the ground,

fully expecting his wife to come rushing to administer to his wounds.

Some minutes passed and she didn't come. From where he lay, the man could look down at the house and see her going nonchalantly about her work. Finally, he arose. "Mirandy," he called to her, "fetch me another shell—I clean missed myself the 1st time!"

First Aid

The man lay in the middle of the street flat on his stomach, wriggling and writhing. The crowd of onlookers stood by helplessly. A tall, flustered woman pushed her way through the crowd.

"Why doesn't someone help this poor man?" she exclaimed. "Can't you see he's suffering?"

Upon receiving no answer from the crowd she promptly jumped astraddle the poor fellow's back. "I've just finished a course in first aid," she explained. Whereupon she vigorously began to administer artificial respiration.

The man stopped squirming and looked over his shoulder at the woman on his back.

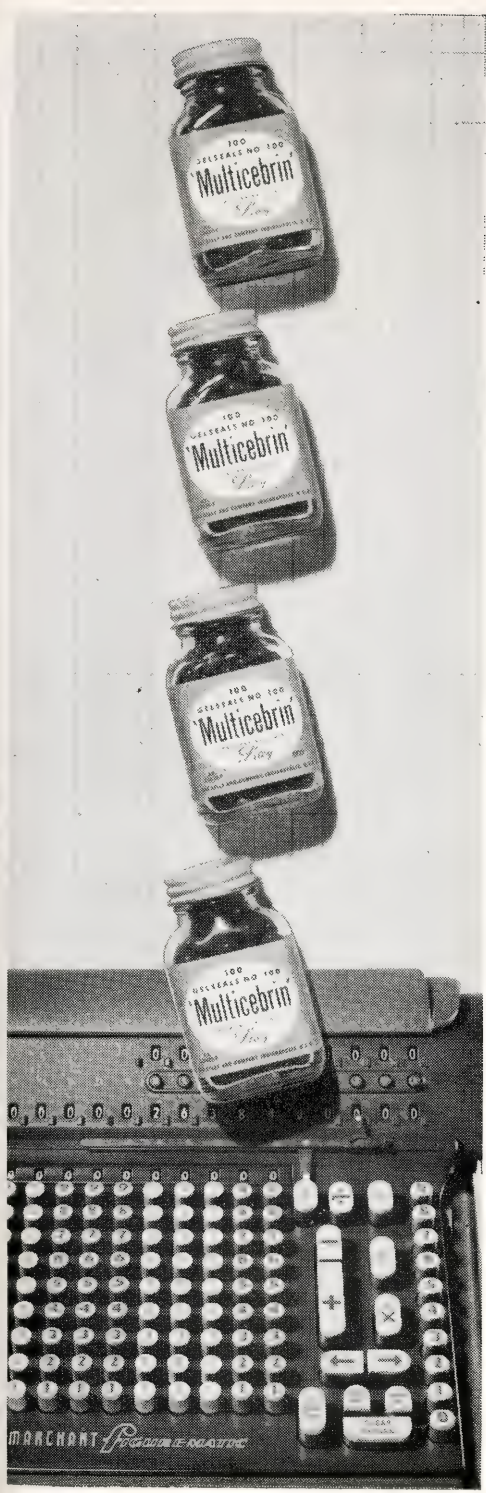
"I don't know what you're trying to do, lady," he grunted. "But I'm trying to fish my hat out of this manhole."

White Lightning

A North Carolina hillsman gave 2 visitors permission to hunt on his land. As they went out, he told them, "You'll find a still 'round t'other side of the mountain, and I'd be obleeged if you'd bring me back a jugful."

At the end of the day, the pair stopped at the still, filled a jug but were barely on their way again when a bullet whistled over their heads. Pounding at top speed down the path to the mountaineer's cabin, they rushed in and panted that his still was being raided.

"Boys," he replied as he hastily shut the door behind them, "I plumb forgot to mention, that ain't my still."



GOODS ALL SOLD
Lilly
WERE WELL BOUGHT

The Multiple Vitamin with MULTIPLE Sales Appeal

'Multicebrin' (Pan-Vitamins, Lilly) is your customer's "best buy" in the quality multiple-vitamin field. Compare its formula and price with any similar product available. 'Multicebrin' helps assure nutritional fitness for busy teen-agers and harried parents. Recommend it with pride.

Ten attractively packaged bottles of 100 are supplied in a convenient counter-display unit. Send your order to us.

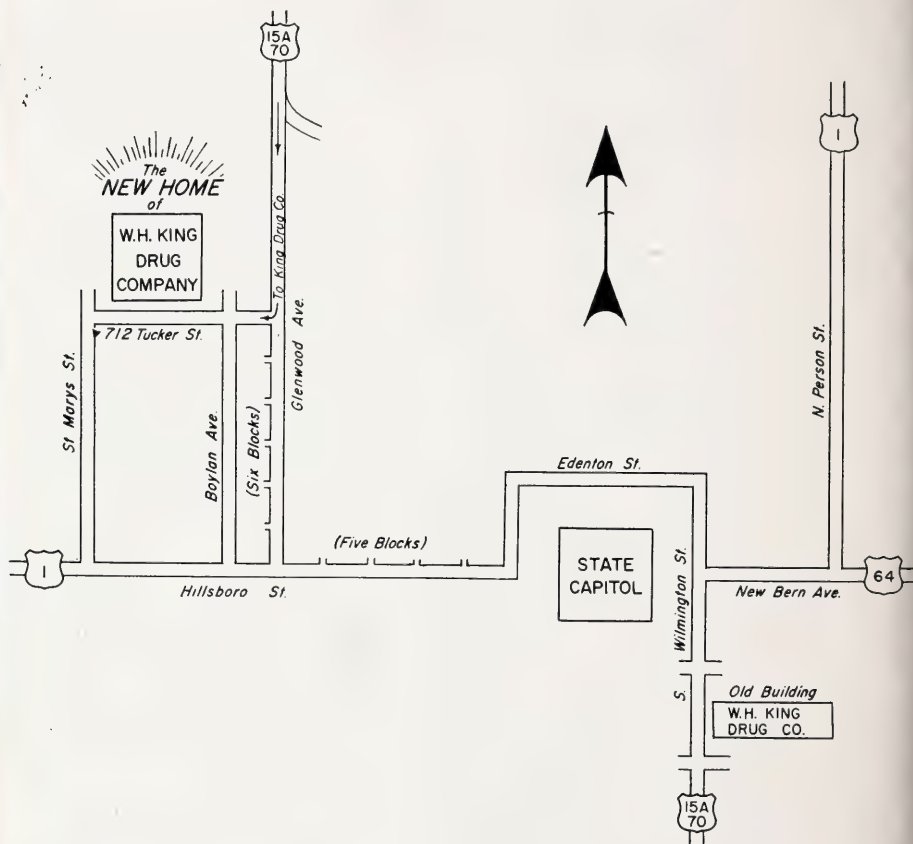
WE ARE A *Lilly* DISTRIBUTOR

**OWENS, MINOR &
BODEKER, INC.**

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MOVING SOON ~

The Map Below Will Acquaint You With Our New Location—
Official Announcement Later



AT KING'S ~

Service is our Most Important Product



The W. H. King Drug Company

"The House of Friendly and Dependable Service"

Raleigh, North Carolina

The Carolina **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.

OCT 26 1956



The late John Grover Beard, Dean of the School of Pharmacy, UNC, 1931-1946—Teacher, Friend and Counsellor of hundreds of Pharmacists.

T., 1956

XXXVII Number 10

IN THIS ISSUE

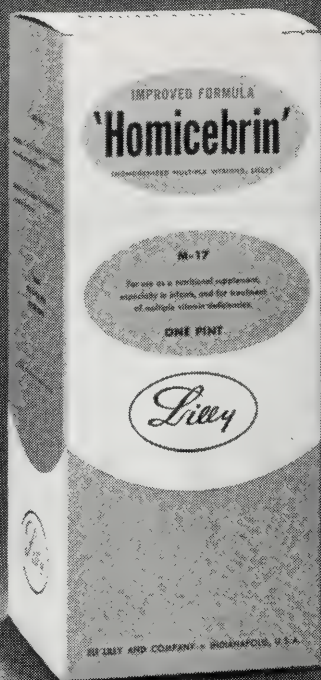
- **MD-Owned Pharmacies**
- **Hit One Million Rx Mark**
- **Society Stages Successful Seminar**
- **Suggested Public Relations Program**

new
improved
formula

new
attractive
package

Lilly

QUALITY / RESEARCH / INTEGRITY



603017

Two new sales features for

HOMICEBRIN

(Homogenized Multiple Vitamins, Lilly)

'Homicebrin' is now fortified with two additional ingredients—vitamin B₆ and nicotinamide. This offers youngsters more complete vitamin protection—at no increase in price. Of course, taste-tested 'Homicebrin' still retains its delightful flavor. One teaspoonful daily usually suffices. Feature 'Homicebrin.' Order from your Lilly wholesale distributor.

In bottles of 60 cc., 120 cc., and 1 pint.

80TH ANNIVERSARY 1876 • 1956 / ELI LILLY AND COMPANY

5 aids



to better health—five ways to increase sales

ABDOL

WITH MINERALS CAPSULES

for prevention and treatment of vitamin-mineral deficiencies
Bottles of 100 and 250, and 5,000 capsules.

COMBEX

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for prevention and treatment of vitamin B complex deficiencies
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vitamin-mineral supplement for the older age group
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comprehensive nutritional aid for use in prevention of and
treatment for vitamin-mineral deficiency states
Bottles of 30, 100, 250, and 1,000 capsules.

PALADAC

LIQUID VITAMIN SUPPLEMENT

orange-flavored aqueous supplement for
prevention and treatment of vitamin deficiencies
Bottles of 4 ounces and 16 ounces.

PARKE, DAVIS & COMPANY
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The House of Friendly Service



2923 South Tryon Street
Charlotte, N. C.

Scott Drug Company

Service Wholesalers Since 1891

Honored

FOR EXCELLENCE



MY HOBBY BOX

now available in
Personalized Box



Hollingsworth's

UNUSUAL CANDIES

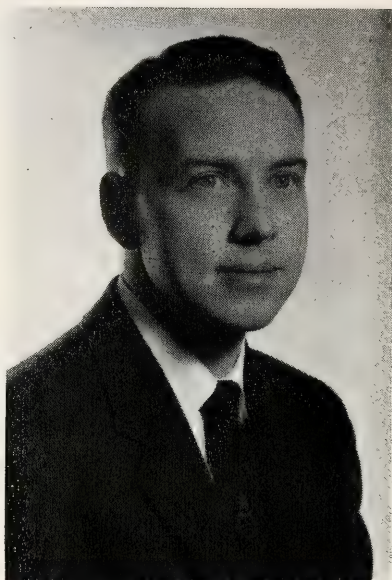
FOR THOSE WHO LOVE FINE THINGS

North Carolina Representative:

HUGH K. SCONYERS

2245 Crescent Avenue

Charlotte, North Carolina



JOSEPH C. KNIGHT

Justice Drug Company salutes Joseph C. Knight in his first year on the sales force and now working in the Greensboro

area. He is a graduate of Elon College, married and has one daughter. He has been with Justice Drug Company since July 1950.

TRY YOUR DRUG WHOLESALER FIRST



JUSTICE DRUG COMPANY

Greensboro, N. C.

DEPENDABLE SERVICE SINCE 1898

The Carolina JOURNAL OF PHARMACY

October, 1956

VOL. XXXVII No. 10

★

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Professional Pharmacists vs

Professional Boot-Lickers

A pharmacist writes "I believe it might help some pharmacists, who are trying to establish a more wholesome policy towards physicians, if you would emphasize the necessity for taking steps to regain their self-respect and reidentify themselves as professional pharmacists instead of professional boot-lickers."

For editorial copy, the pharmacist suggested we adapt his comments to our own use, which we find unnecessary as he makes his points, clearly and concisely:

"This Christmas we are going to break a long-established precedent with us. We are not going to give every physician a Christmas present.

"We are going to give about three-fourths of them our usual token present—a fruit cake—but the remainder, who have never once acknowledged a present, we are dropping from our list.

"The idea behind this is more than just saving the cost of a fruit cake. It is a polite way of letting them know we can be successful pharmacists on our merits just as they can be successful physicians in the same way.

"We believe in treating physicians with courtesy and respect, but our theory, and it is working, is to promote ourselves as professional men by ethical newspaper advertising (wherein we often emphasize that the choice of the pharmacy rests with the patient—not the physician) and by running an ethical pharmacy that not only operates like one but looks like a real pharmacy.

"Pharmacists have been whipping boys for physicians far too long. It is time to stop buying business. Treat the physician with respect, and let your pharmacy reflect that you expect professional respect from him."

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John T. Stevenson of Overman & Stevenson, Elizabeth City, here shown compounding the pharmacy's millionth prescription on August 31.

Bottom—The O-S Rx staff (left to right) Edsel Whaley, Richard S. Bunn, John T. Stevenson and Harold S. Overman.

A fifth pharmacist, A. E. Brothers, was absent at the time the picture was made.



Overman & Stevenson

Hit One Million Mark

After numbering and filing prescriptions for the past 32 years, the seldom reached Rx #1,000,000 was handled by Overman & Stevenson of Elizabeth City on Friday, August 31, at 2:50 p.m.

This puts the firm in an exclusive group, at more than eight or ten pharmacies in the entire state having reached the million Rx total.

For being the millionth prescription customer, Mrs. Wallace Bright of Hertford received a \$50 Savings Bond.

Overman & Stevenson, established on March 27, 1925, by Harold S. Overman and John T. Stevenson, reached the half-million mark in 1948, making the number of prescriptions filled during the past eight years four times as fast as the first half million. Richard S. Bunn joined the partnership in 1947. He together with the two other partners and A. E. Brothers and Edsel Mahaley, both pharmacists, all had a hand in ringing up the million prescription total. The store is unique in that it is one of a very few in the state to employ five pharmacists.

Know Your Neighbor

Claude P. Suttlemyre

Claude P. Suttlemyre, co-owner of the Ninth Avenue Pharmacy, Hickory, was the subject of a feature article appearing in the recent issue of *The Hickory Daily Record*. The sketch covers Mr. Suttlemyre's return to the Hickory area, after twelve years of work with T. A. Walker Drug Store of Charlotte; some background information about the Suttlemyre family and Claude's early work in retail stores and his present activities outside the store.

Considerable space is devoted to a description of the newly enlarged pharmacy, which recently took over an adjoining building.

Author of the article, Mabel Miller Rowe, in her introductory comments, has this to

say: "Mention the slogan, 'Where pharmacy is a profession and not a side line,' and immediately the name of one of Hickory's leading drug stores comes to mind."

The author refers to "Ninth Avenue Pharmacy," which is not located on Ninth Avenue but on Second Avenue facing the Southern Railway depot.

The pharmacy is owned by Mr. Suttlemyre and Carl Wolfe. These two pharmacists along with Bill McDonald, who passed away early this year, helped to build one of the largest prescription stores in the state. Rarely does the Rx volume drop under 50,000 a year.

In addition to Mr. Suttlemyre, who devotes his entire time to the pharmacy, there are two other pharmacists, Wilbur Ward and Gene Allen.

"Travel" is Claude's hobby. So far he has been in 38 states. But for the time being, he is limiting his travel to and from his home which is across the Catawba River.

WANTED

A quantity of "Old Style" Wampole's Preparation.

Formula changed 4 or 5 years ago. If you have any of the pre-formula change preparation in stock, drop a card to

T. J. Ham, Jr.
Yanceyville Drug Company
Yanceyville, N. C.

happy patient
Actually enjoys
medicine-taking!



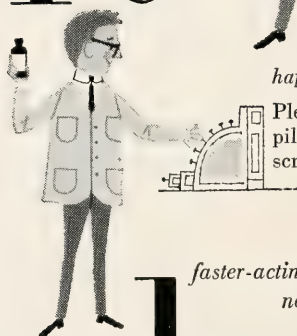
happy physician
Knows fast-acting
tetracycline will
get to work as he
planned it!



happy!

happy pharmacist

Pleases everybody . . .
piles up pre-
scription profits!



*faster-acting, better-tasting
new broad-spectrum*

Tetrabon*

BRAND OF TETRACYCLINE

HOMOGENIZED MIXTURE

Delightfully flavored formulation, specially homogenized for fine particle dispersion, rapid absorption — therapeutic blood levels within one hour. 125 mg. tetracycline per 5 cc. teaspoonful.

Bottles of 2 fl. oz., ready mixed and packaged ready to dispense . . . **and for the first time . . . bottles of 1 pint ready mixed and packaged ready to dispense.**

Also available . . . TETRABON SF† (brand of tetracycline hydrochloride with vitamins) *homogenized mixture* . . . provides, in addition, the vitamins of the B complex, C and K recommended for nutritional support in the stress of infection.

Bottles of 2 fl. oz., ready mixed and packaged *ready to dispense.*

*Trademark †Trademark for Pfizer-originated, vitamin-fortified antibiotics



PFIZER LABORATORIES, Division, Chas. Pfizer & Co., Inc., Brooklyn 6, N. Y.



ONE MILLION Prescriptions

*Friday, August 31, 1956 Overman & Stevenson's Drug Store
Filled Our One Millionth Prescription*

NOT MANY DRUG STORES IN THE ENTIRE STATE HAVE EQUALLED THIS NUMBER

The Prescription Force of Pharmacists with over 112 years combined experience, Harold Overman (48 yrs.), John Stevenson (39 yrs.), Richard Bunn (20 yrs.), Arthur Brothers (5 yrs.) Edsel Whaley (3 mos.) Harry Umphlett, Apprentice, deeply appreciate this evidence of the confidence and trust from the patrons of our store and the Physicians who ordered the Prescriptions.

We feel that it is outstanding approval of our ethical policy of purchasing and using only the best ingredients for filling Prescriptions, having only Registered Pharmacists fill and check them, and pricing them moderately and fairly.

*So For Trusting Us A Million Times We
Gratefully Say "THANKS, A MILLION"*

OVERMAN & STEVENSON

PRESCRIPTION DRUGGISTS

HAROLD S. OVERMAN — JOHN T. STEVENSON — RICHARD S. BUNN, OWNERS

31 Years Of Dependable Service

1925 — 1956

514 EAST MAIN ST.

PHONE 4335

WE DELIVER



A Suggested Public Relations Program

E. W. WOOLARD, *Henderson*

Whenever we see or read of some personal citation awarded for superior, outstanding work and devotion in a particular field, we are impressed with the achievement behind the award. We immediately, then, think of our own field—the service and devotion to Pharmacy. We readily recall some deserving person in our profession who should be the recipient of such an award, and therefore I am suggesting something for our own Association.

There are many kinds of awards—ribbons, trophies, money—for the winners in schools, contests, sporting events, and the like—and these awards are treasured, usually, in proportion to the achievement which they represent. The idea which I have in mind is somewhat different.

Think for a moment of the significance of the motion picture and television awards. They are much sought after because the recipients must be outstanding even to be nominated. When I have watched the award presentations, and have seen the panoramic camera shots of the audiences which are composed largely of nominees, I couldn't help but think of the tremendous amount of work that each had done to be selected. You could almost see a person thinking—"Maybe I will get an Oscar for this." The look of apprehension, tension, and hope on their faces while awaiting the announcement was most dramatic. I wondered during the recent television award night who could possibly be left at the studios.

And then I wondered—why not an OSCAR for Pharmacy? And the way in which the NCPA could award Oscars became a plainer vision and, I hope, will become a reality in the near future.

As I thought of this idea, various means by which the award could be made, came to me, and I offer them for your consideration.

OSCARS for pharmacists and our associates in the drug trade could be awarded during a banquet at the annual meeting. The program could be relayed through closed TV circuits to district club meetings,

or tape recordings could be made for future presentation.

The following are suggestions for awards:

- (1) To Pharmacist for more outstanding work for Pharmacy during the year
- (2) To Pharmacist or Pharmacy for the most cordial relations and help to competitors and neighborhood pharmacies.
- (3) To Pharmacist for the best Public Relations job during the year.
- (4) To Pharmacist or Pharmacy for the most progress in cooperation with doctors.
- (5) To Pharmacist for the best Drug Club work—such as organizing a new club or doing outstanding work in one already established.
- (6) To Pharmacist for the most help to Drug Clubs.
- (7) To Pharmaceutical Manufacturer for the most help to Retail Pharmacy during the year.
- (8) To Pharmaceutical Representative for the most help to Retail Pharmacy during the year.
- (9) To a Wholesale Drug Company for the most help to Retail Pharmacy during the year (such as having schools for personnel, special promotions and policy).
- (10) To Drug Salesman for the most help to Retail Pharmacy.
- (11) To best General Manufacturer for the most help to Retail Pharmacy during the year (such as schools, films, shows and promotions).
- (12) To best General Salesman for the most help to Retail Pharmacy during the year.
- (13) To Toiletries Manufacturer for most help to Retail Pharmacy during the year.
- (14) To Toiletries Representatives for the most help to Retail Pharmacy during the year.

Also suggested would be awards for signing the most NCPA members; best work in Fair Trade; best display at convention when we get back to Pinehurst or some regular meeting place where adequate space is available. There are others which will come to your minds.

If you think well of this idea, a decision would have to be made as to the kind of award, the number, and the cost. Ribbons could also be given to runners-up, but it seems that motion picture and television have just one winner in each group.

This is different from the Mortar and Pestle Award for the Pharmacist of the Year, and is not meant to detract in any way from that person's achievement.

There always seems to be some well-deserving person, however, who never seems to win out, but is always in there pitching with everything he has.

This reminds me of a store where the employer knew one way to get work done. In this particular store, as well as most of them in the town, had a water level during wet seasons of only six to eight feet below surface. Consequently, the 25 x 110 foot basement was very seldom dry, and in rainy seasons usually had one to two feet of water in it. In order to get this out, the proprietor would call in a certain man to operate a half-gallon per stroke hand-pump with about a 6-foot iron handle. When there was any slowing up in the pumping, the boss would go out with a little refreshing drink from the fountain. Since he was such a strong prohibitionist, I was sure there was no alcoholic content in the mixture. It always paid off, however, and that pump handle which I could hardly navigate at all would start going at fifteen to twenty strokes a minute, bringing up one-half gallon of water at every stroke.

After the day's work was over, I never saw him get more than twenty-five or fifty cents pay; yet he was always back to work on the old pump when needed. I felt so sorry for the pump operator because of his low pay that I asked the proprietor why he

did not give the man more money. His reply was that if he paid him what he deserved, he wouldn't be back until he had spent all the money, and we would have no one to keep down the water in the basement.

Later I became suspicious of the phenomenal result obtained by the beverage dispensed by such a pronounced prohibitionist to an alcoholic abstainer, and decided to check on an also suspicious alcohol can. I found about a pint of alcohol shy for each day's pump operation. Yes—there are ways of getting things done—through proper award for achievement!

In conclusion, I believe it would be essential—in order to make this award plan successful—to organize the drug clubs of the state with a president, a secretary, and a treasurer to facilitate nominations for award winners, and also to promote more interest and working material, with closer cooperation of drug clubs.

REMEMBER—

IN INSURANCE—

"THE BEST BUY IS A D I"



Consult our Agent

F. O. Bowman

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P. O. Box 688

Chapel Hill, North Carolina



THE WORLD'S FINEST SALTED NUTS

Fresh From Our

Double Kay

NUT SHOP

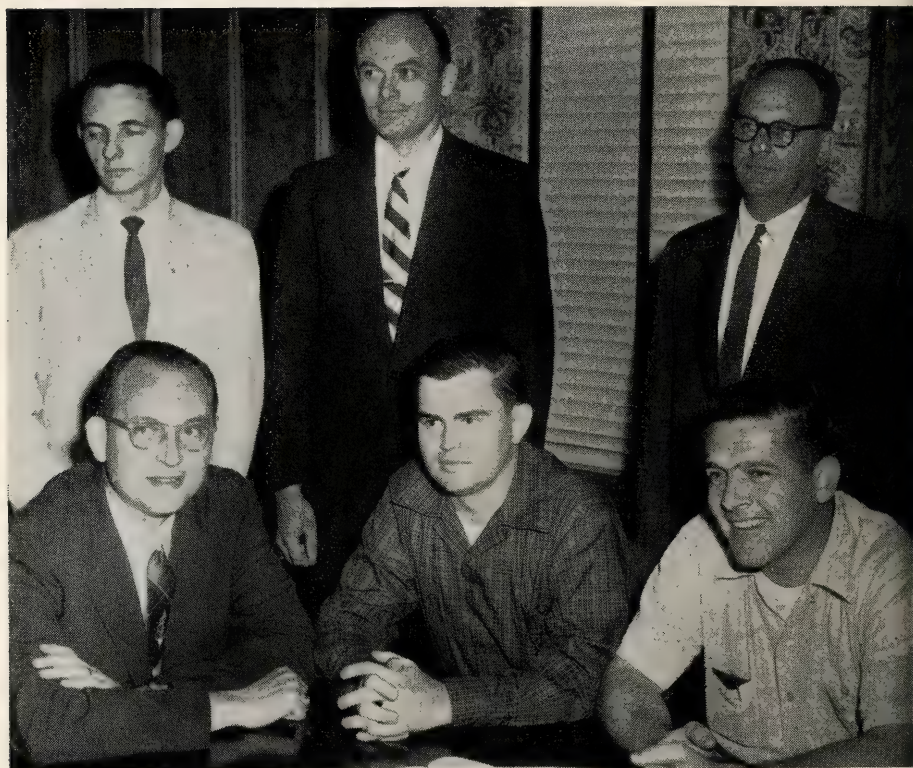
DEPARTMENT 

The leading drug store owners in your state will tell you the Double Kay Nut Shop is producing more sales and profits than any item in the drug store occupying similar space.

IF—you have a clean, first-class drug store, let us reserve a Nut Shop for you.

THE KELLING NUT CO., 2800 W. Belmont Ave.

Chicago 18, Illinois



DISCUSS PLANS FOR THE YEAR—The presidents of some of the local drug club shown at a recent meeting in Chapel Hill. Seated, left to right, Leslie Myers (Winston Salem); Claude Wheeler (Durham-Orange); and Steve Uzzell (Western North Carolina). Standing, left to right: Hubert N. Rogers, Jr. (Robeson); Robert Woody (Alamance) and W. J. Smith (NCPA Secretary).

PRESIDENTS MEET

"How to Run a Club" Session Held

The presidents of a number of local and sectional drug clubs of the state attended a "club program-activities session" in Chapel Hill on September 4.

Purpose of the meeting was to discuss methods for increasing membership, how to obtain speakers and publicize meetings, how to plan interesting programs and similar problems involved in running a club.

Programs now in operation—co-op advertising, uniform Rx blanks, bad credit risk lists, interprofessional meetings—were explored during the meeting.

Some of the ideas, projects and plans developed at the meeting will be utilized in the state during the next six to eight months. Several of the club presidents expressed their appreciation for the NCPA's

effort to aid them in doing a more constructive job as head of their local organizations.

Participating in the discussions were Hubert N. Rogers of Lumberton, president of the Robeson Pharmacists Society; Leslie M. Myers of Winston-Salem, president of the Winston-Salem Drug Club; Robert R. Woody of Burlington, president of the Alamance Pharmaceutical Society; Cade Brooks of Fayetteville, president of the Cumberland County Drug Club; Steve Uzzell of Black Mountain, president of the Western N. C. Drug Club; and C. C. Wheeler, Jr. and George Rettie, president and vice-president respectively of the Durham-Orange Drug Club.

TINA-CIDE

BONUS DEALS

(Effective Until Further Notice)

50c Size—List \$3.60

Packed 7 Bottles

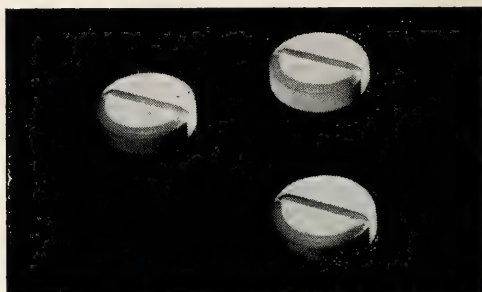
to Display Carton

(1 Bonus, for Display, with
each ½ Dz.)

All Shipped Through
Your Drug Jobber

TINA-CIDE

Don't Take Pills for Photo Finishing Headaches



YOU won't have the pains if you let
Either one of the two Finishers listed,
do your **Black & White and Color**
Photo Finishing.

***Send us your Finishing and you can sell
your pills for a profit.***

FOISTER-PALM PHOTO SERVICE

161 East Franklin Street
Chapel Hill, N. C.
Phone 3171

B & H PHOTO COMPANY

419 East Trade Street
Charlotte, N. C.
Phone: Edison 3-5406

Random Comments

By W. J. Smith

- The pharmacists at Thomas Drug Store in Dunn thought enough of this order (written in ink on the back of an envelope) to send it along for publication: "Diaper Rean for little babys in the tube."
- Sign on back of truck: "Please don't hug me, I'm going steady."
- To youngster, after having wiped his dripping cone of ice cream against the back of a woman's mink stole: "For goodness sake, Jimmy, watch yourself. You're getting fur all over your ice cream."
- A young couple sat at the soda fountain. "I believe I'll order a chocolate malted milk," said the husband.
"That will make you fat," protested the wife.
The young waitress looked around and grinned as she said, "Not the way we make 'em here."
- When the Pony Express was seeking riders, an advertisement in a San Francisco newspaper offered wages of \$25 a week to "Young, skinny, wiry fellows not over 18—must be expert riders, willing to risk death daily. Orphans preferred."
- A North Carolina man walked into a Elizabeth, New Jersey pharmacy, entered the phone booth and called the folks back home. While he chatted, the drug store closed. It took another call—to the police—to get him out.
- From a state pharmaceutical publication we learn the African whidah bird cannot fly until the sun is well up—the weight of the dew on his tail prevents him from flight. Now that's a bit of information which might come in handy if our paths cross with a whidah bird.
- Pharmacist sends postcard from California: "Having wonderful time. Wish you

were here." On opposite side of card, picture of Federal Penitentiary.

- Sign on gas station: "If you can't stop, smile as you go by."
- The head of a successful wholesale drug house was asked how he could size up his salesmen so well. "When they wear out their shoes before the seat of their trousers, I know they are doing their job properly."
- An old man entered one of our hospitals for treatment. One of the first meals served him included a bowl of quivering jello, which he refused to eat. Pressed for an explanation, he replied: "I ain't going to eat nothing that's more nervous than me."
- Ex-UNC head Gordon Gray said: "If you could kick the person responsible for most of your troubles, you wouldn't be able to sit down."
- "Sin Pronto," in Spanish appliance stores, means "No Down Payment," and, in case you are interested, the placards attached to washing machines, "Mas Tiempo para el Amor," translates as follows: "More Time for Love."
- High Point's Louie Cobb says customer returned bottle of "Corn Oil" for refund. Cobb sold the product thinking the customer would use it as a part of the "Fabulous Diet" formula.
Actually, the customer was under the impression "Corn Oil" would remove corns, calluses and the like. Well, you can't call them all right.
- J. C. Jackson says a Lumberton minister told him "holy water" is prepared by boiling "hell" out of tap water.
- Observed in passing: John Terrell of Sanford changed the name of his pharmacy from "Cole's Pharmacy" to "John's Pharmacy"; Al Cole of Roxboro switched name of "Roxboro Drug Company" to "Cole's Pharmacy."
- Four pharmacies—Petty's of Newark, Sargent's of Chicago, Olliffe Apothecaries of New York and J. D. Brown Company of Joliet—have passed the four million Rx mark.



SF CAPSULES:
250 mg. plus
vitamins.



SF ORAL
SUSPENSION:
125 mg. per 5 cc.
plus vitamins.



SURGICAL
POWDER: 200 mg.
per Gm., 5 Gm.
vial.

ACHROMYCIN^{*} the most

Tetracycline Lederle



ORAL SUSPEN-
SION (Cherry
Flavor): 250 mg.
per teaspoonful (5
cc.), 1 oz. bottle.



SPERSOIDS^{*}
Dispersible
Powder
(Chocolate
Flavor): 50 mg.
per rounded
teaspoonful
(3 Gm.), 12 and
25 dose bottles.



SOLUBLE
TABLETS:
50 mg.

To meet the daily prescription



TROCHES 15 mg.
(Peppermint
flavor): bottles
of 25 and 250.



PHARYNGETS^{*}
Troches 15 mg.
(Cherry Flavor):
box of 10
(foil wrapped).

Each one is a high profit



OINTMENT 3%
with HYDRO-
CORTISONE 2%:
5 Gm. tube.



OPHTHALMIC
OINTMENT 1%
with HYDRO-
CORTISONE 1.5%:
1/8 oz. tube.



INTRA-
MUSCULAR:
vial of 100 mg.



CAPSULES: 50,
100, and 250 mg.



TABLETS: 50,
100, and 250 mg.



**LIQUID PEDIAT-
RIC DROPS**
(Cherry Flavor):
100 mg. per cc.
(approx. 5 mg. per
drop), 10 cc.
plastic dropper-
type bottle.

widely prescribed drug today.



INTRAVENOUS:
vials of 100, 250,
500 mg.



OINTMENT 3%:
 $\frac{1}{2}$ and 1 oz.
tubes.



**OPHTHALMIC
OINTMENT 1%:**
 $\frac{1}{8}$ oz. tube.

demand, stock all forms.



**OPHTHALMIC
SOLUTION:**
vial of 25 mg.
with sterilized
dropper vial.



EAR SOLUTION
(0.5%): 10 cc.
dropper bottle.



SYRUP (Cherry
Flavor): 125 mg.
per teaspoonful
(5 cc.), 2 fl. oz.
and 16 fl. oz.
bottles.

item.



**NASAL SUS-
PENSION with**
**HYDRO-
CORTISONE and**
**PHENYLE-
PHRINE:** 15 cc.
squeeze bottle.



ACHROCIDIN**

Tetracycline-Antihistamine—Analgesic Compound

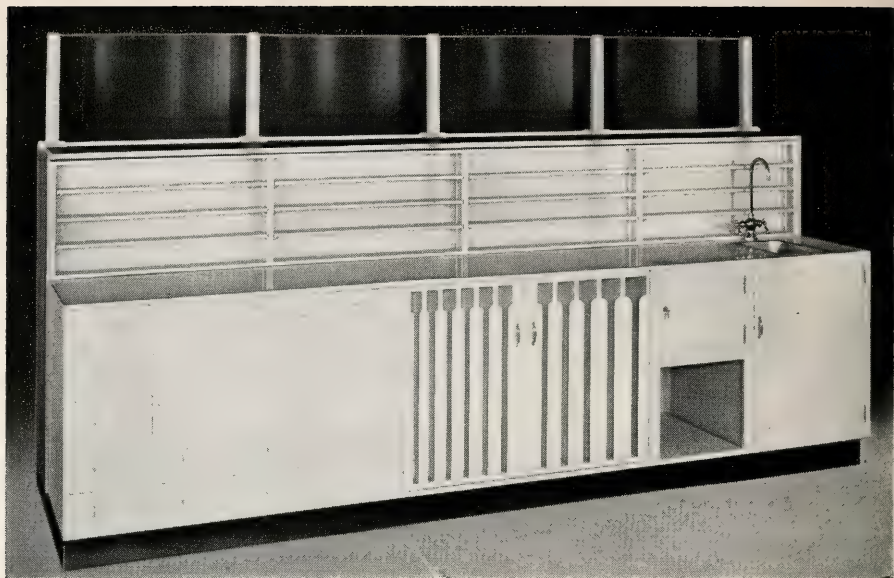
TABLETS

125 mg. tetracycline, plus phenacetin,
caffeine, salicylamide, chlorothen cit-
rate. Bottle of 24.

Recommended for the palliation and
treatment of complications (including
prevention of secondary bacterial in-
fections) of the common cold.



LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY
*Reg. U.S. Pat. Off. **Trademark **PEARL RIVER, NEW YORK**



K-400 PRESCRIPTION WORK COUNTER

A thoroughly professional prescription work counter for a highly professional service.

Write for our free new complete catalog or brochure of blue prints showing actual installations.

Send Catalog ☐

Name.....

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VIRGINIA

Report on M.D. Owned Pharmacies

As you know, this is a report of a special committee composed of Banks Kerr of Raleigh, Ernest Rabil of Winston-Salem, Moss Salley, Jr. of Asheville, Herman Cline of Charlotte and Edwin Fuller of Salisbury. This committee was appointed by our president as a result of a resolution adopted at our last annual convention. Its purpose being to study the increasing tendency towards, and growth of, the number of physician-owned pharmacies and to report to you at this time some concrete recommendation as to how we can best combat this menace.

I wish with all the sincerity at my command that I could report that the committee has fulfilled its charge and is now ready to offer you a solution for your approval. However, such is not the case! The problem is one that in our opinion will take a great deal of time—will be a severe test of our patience—and will require the concerted efforts of all the proponents of the profession of pharmacy.

One of the first questions the committee asked was, "Why one would consider a physician-owned store a greater evil than the same store if it were owned by other than physicians?" We concluded that all things being equal it really wouldn't matter who owned the store. But of course, all things are not equal in such an arrangement. The inherent tendency on the part of any individual to protect his investment and subsequently to "feather his own nest," will surely result in the patient being directed to a particular source of drug supply by subtle suggestion or by outright dictation. It is all the more insidious that oftentimes the physician can influence the lay public to trade at a store without the patient suspecting that he has a financial interest therein. (What a healthy condition could be created if all drug stores were required to announce and advertise a list of ownership just as newspapers are forced to publish statements of ownership.) The end result being the deterioration and eventual elimination of the practice of pharmacy—the denial to the patient of the right to ex-

Action by the American Medical Association in revising its Code of Ethics relating to MD ownership of Pharmacies is here considered by Pharmacist Edwin R. Fuller of Salisbury, the author of this timely report.

ercise his freedom of choice in where to purchase his drugs—a growth of monopolistic medicine where emphasis is placed upon a monetary standard rather than on a health standard—and a tendency to force those physicians who now agree with us into either dispensing, owning a pharmacy in whole or in part, or to operating a drug store. I personally feel that this problem is a far greater threat to the practice of pharmacy **as we know it today** than the passage of sub-standard legal requirements for pharmacist registration which we have been called upon in the past to help defeat.

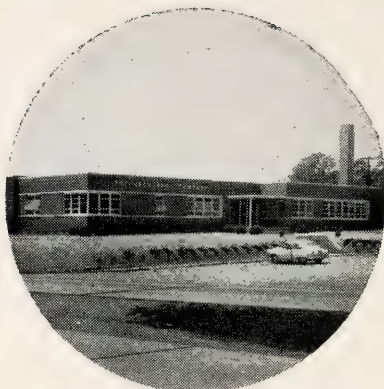
Let me read you a letter written to Secretary Smith on June 24, 1954 by a pharmacist in a mid-western city:

"We have a clinic in our town staffed by 14 physicians. They have their own pharmacy that is managed by a registered pharmacist. The physicians obtain a dividend from this enterprise at the end of the year. The pharmacy at the clinic averages 200 prescriptions daily while the 4 drug stores average 3 or 4 prescriptions daily, making it impossible for us to practice pharmacy.

The stores revert to selling package items, cosmetics, jewelry, gifts, wallpaper and paints in order to be in business. This does nothing for our professional standing as pharmacists.

Our State Association gives us nothing concrete to work with and say 'they are

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doing something' which may be, but we have never seen any results.

Have you had this problem? If so, please tell me how you handled it and the steps you took to eliminate this breach of ethics in your state.

I would also appreciate your suggestions pertaining to the problem as I would like to see something done about the local situation here. I am writing you this letter with the hope that you will be able to give us a method to eliminate our clinic pharmacy. Anxiously awaiting your reply"

How can you and I hope to attract your sons and mine to follow the profession of pharmacy in view of the conditions existing in that city?

Lest someone gets the idea that the committee advocates pitting the professions of medicine and pharmacy against each other in an open name calling, mud-slinging fight, let me hasten to say that the skirt of neither profession is spotless, and there will always be those in the midst of both ranks who are willing to betray and sell their professional principles for a few pieces of silver.

There seem to be three basic reasons why a physician would be interested in either dispensing or investing in a retail pharmacy.

(1) Because there is inadequate drug services available for his patients.

(2) Because there exists a lack of understanding of the problems of one profession by the other—with the result being that either or both decide that they can be independent of the other.

(3) And, the reason we feel the most prevalent. Because of an unconquerable desire for material gain. The same reason that a lot of pharmacists might have for counter-prescribing, selling drugs illegally, etc.

In trying to gather data for our committee, a letter was drafted to the secretary of the Pharmaceutical Association of each state and the District of Columbia. I might pause here long enough to say that one fact concluded from those letters above all others is that people just naturally don't become concerned about any problem until their individual toes are stepped upon. As further evidence of this, I find that as far

back as 1950, resolutions were adopted by this Association pertaining to the problems rising from physician-owned stores, and yet I didn't know of these resolutions until I was appointed to this committee. We just do not become alarmed until often it is too late—and if I might borrow a phrase from Captain Braddock of the Racket Squad, **"It could happen to you."** I'd like to stress that point above all others—The very same thing that happened to the young pharmacist who wrote the letter I read a few moments ago **could happen in your town.**

Out of 48 letters mailed, we received 28 replies (about 58%) and 8 of those 28 were so complacent about the problem as to answer in the margin of the letter written them.

Frankly, I felt that the work of the committee was greatly intensified and its effectiveness dealt a death-blow when the June 20, 1955 issue of **American Druggist** announced the action taken by the House of Delegates of the American Medical Association, wherein, the A.M.A. in effect, placed a stamp of approval on physician ownership of pharmacies by changing their code of ethics to read "It is not unethical for a physician to prescribe or supply drug-remedies or appliances as long as there is no exploitation of the patient."

Then came the announcement in the October 24, 1955 issue of **American Druggist** that there had been a 12% rise in the number of doctors who owned clinic pharmacies to bring the nation's total to 676. A further break-down revealed that between October 1953 and October 1954 a total of 53 new such stores were opened. Between October 1954 and October 1955 another 72 were opened—an increase of 136% over the previous year.

However a close analysis of the State by State count reveals that the over-all gain of 12% in a two-year period actually took place in only 20 states while three states showed a decrease in the number operating within their borders.

There have been numerous articles written and many opinions voiced as to why the House of Delegates of the A.M.A. made its decision in 1955 to reverse Section 8

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Offer expires December 31, 1956.

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NOTE TO DRUGGIST: This coupon will be redeemed promptly by Miles Laboratories, Inc., Dept. L-1, Elkhart, Indiana.

COUPON PROMOTION: Twenty-two million of these coupons will be in your customers' homes. By redeeming them you profit two ways: from the tremendous increase in your TABCIN sales; from the other items these customers purchase while in your store. It's just a little more work for a lot more profit. Get your share of these coupons and send them in. We'll remit promptly.

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of its code of ethics. Many are convinced that its passage was manipulated by a particular few for selfish reasons and that the majority of the A.M.A. members who were not present were surprised at the action taken. This seems to be verified in a report of the Judicial Council of the A.M.A. in November 1955. Dr. H. L. Pearson, Chairman, said, "Recently this house by a large majority vote resolved to change our principles so that it would not be unethical for doctors to own a drug store or sell drugs, as long as there is no exploitation of the patient—but the question arises—"Where does profit end and exploitation begin?"

The Judicial Council of the A.M.A. views with some misgivings the trend in recent years to amend the principles of medical ethics. If medicine wishes to provide its expected share in leadership, we should be slow to change our present rules for individual conduct and behavior.

When forced by a powerful minority within or without a group or when selfishly motivated, variations may become extreme and basic principle distorted. At times, it seems we're engaged in a tough fight with one good arm tied behind us by our own foolish choice. We have a most extraordinary professional birthright. However, if you look closely, some of those immediate advantages which might be gained look like a bit of pottage.

Birtherights are hard to come by, but their selling price is sometimes very cheap—sometimes the price is a meatless stew.

On the basis of Dr. Pearson's report a resolution was adopted providing that in the future, proposed changes in the A.M.A.

code of ethics must be carried over from one semi-annual meeting of the house to the next meeting before official action can be taken.

The majority of the 28 answers from the State Pharmaceutical Associations voiced the opinion that the change in A.M.A. code of ethics had caused no significant increase in the number of MD-owned pharmacies in their state. This is, of course, in direct disagreement with the opinions stated in the afore-mentioned October 24, 1955 issue of **American Druggist**.

Aside from general statements on the effectiveness in inter-, intraprofessional relationship only six of the 28 states taking part in the survey had any planned program to combat this problem.

None of these methods were perfect, nor without fault and in at least one instance more ill-will was created than good. But the significant and the important thing is that they recognized that there is a problem and are doing something about it.

Inasmuch as there seems to be no magic formula and since there is such a multitude of problems involved—the committee would like to recommend that this or a similar committee be made a permanent committee until the problem is solved. That it be allowed the privilege of working with the executive and the interprofessional relations committees of our own association. That we might try to formulate with local medical societies a program aimed at combating the problem at a "grass root" level wherein the physician and the pharmacist might recognize and respect the rights, honors, and qualifications of the other.

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Refresher Course

Society Stages Successful Seminar

"An exceptionally helpful program," writes a pharmacist who attended the Pharmacy Seminar sponsored by the Mecklenburg Pharmaceutical Society in Charlotte on September 27.

Cooperating organizations—each had 30 minutes of the program time—were the American College of Apothecaries, the NC-PA, the N. C. Society of Hospital Pharmacists, and the Schools of Pharmacy at Chapel Hill and Columbia, South Carolina.

Participating in the program, which attracted about 75 pharmacists to Charlotte, were Edward B. Eadie, Gilbert Colina and Dr. David G. Welton of Charlotte; W. D. Welch, Jr. of Washington; Dean E. A. Brecht of Chapel Hill; Dr. James A. Campbell, Wilkins Harden and Dr. J. E. Hunter, Jr., all of Columbia, South Carolina; Lewis E. Williams, High Point; and I. T. Reamer, Durham.

A panel discussion of professional-economic subjects was presented by G. E. Andes, Wadesboro; C. D. Blanton, Kings Mountain; Edwin R. Fuller, Salisbury; James W. Mitchener and Jesse M. Pike, Concord; and Dean Tainter, Marion.

A morning and an afternoon business session was interspersed with a luncheon at Mercy Hospital.

The concluding (night) session was held at the Charcoal Steak House, the highlight of which was presentation of Academy of Pharmacy certificates to seven pharmacists (opposite page) and a humorous address by Warren Foster of The Coca-Cola Company Atlanta.

Some of the Seminar addresses will appear in later issues of the CAROLINA JOURNAL OF PHARMACY.

Pharmacists from all sections of the state—from Asheville to the Seacoast—appear in the picture.

Center: These pharmacists, having earned minimum of 10,000 "credit points" for religious-civic-pharmaceutical activity, were inducted, as charter members, into the North Carolina Academy of Pharmacy at Charlotte on September 27. Seated, left to right: Dean Edward A. Brecht of Chapel Hill; W. B. Gurley of Windsor; and I. T. Reamer of Durham. Standing, left to right: W. Latham West of Roseboro; Dr. F. C. Hamerness of Chapel Hill; James W. Harrison and W. Moss Salley, Jr., both of Asheville.

Bottom: Officers who will serve the Mecklenburg Pharmaceutical Society during the coming year, left to right: Graham B. Dimmick, president; Herman Cline, treasurer; Vernon Faircloth, vice president; and Gilbert Colina, secretary.

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satisfactorily

Carolina Camera

Top: Group picture made in Charlotte, September 27, between sessions of the Pharmacy Seminar sponsored by the Mecklenburg Pharmaceutical Society in cooperation with five other pharmacy organizations.

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Kerr Rexall, Raleigh, is remodeling to make room for a luncheonette and soda fountain which will occupy 1,900 square feet of space at the rear of the store.

* * * *

Frank G. Brooks, Jr., Siler City, reports the NCPA-supplied film, "HOW TO BEAT THE A-BOMB," proved interesting and informative to members of civic club of which he is a member. The film was shown on September 10.

* * * *

W. S. Wolfe was program chairman for the September 14th meeting of the Mount Airy Kiwanis Club. A film, "The Tar Heel State," was shown.

Another Mount Airy pharmacist, Mr. A. B. Macon, takes an active part in the affairs of this club.

* * * *

Effective September 1, T. Wayne Russell of La Grange became the owner of Franklin's Carolina Pharmacy of Cary. In recent months the business has been operated by Mrs. K. V. Franklin.

* * * *

The W. H. King Drug Company of Raleigh has filed suit in Wake County Superior Court in an effort to recover approximately \$25,000 in sales taxes which claims were illegally assessed and collected.

* * * *

V. A. Shore, Jr., manager of Eckerd's new shopping center drug store in Durham, says shoplifting by juveniles is getting to be quite a problem.

* * * *

Transfers in Greensboro: R. C. Maness from Textile Drug to Home Drug; R. A.

Buchanan from Textile Drug to Elm Street Pharmacy; Mrs. Doris Collins to Textile Drug; I. O. Wilkerson to Foster Pharmacy.

* * * *

This is just a partial list of Rudy Hardy's activity, aside from his work in Concord at the Cabarrus Memorial Hospital Pharmacy, during September: Spoke to Concord Rotary Club, Spoke to student body at Cabarrus Memorial Hospital, Filled pulpit at Bayless Memorial Church, Spoke to patients and students at morning worship service held at the hospital (5 times), Spoke at monthly meeting of Nurses' Aides, United Community Chest campaign leader at hospital, attended pharmacy seminar at Mercy Hospital, Charlotte.

* * * *

The September 20th program of the Elm City Rotary Club was presented by Pharmacist Marvin L. Davis. A question and answer period followed a general talk on "Pharmacy." Interest was high. The program ran 30 minutes over-time due to the large number of questions posed by members of the club.

* * * *

A sectional meeting of the American College of Apothecaries was held in Charlotte on September 15 at the Charcoal Steak House.

* * * *

Coke Cecil writes from Brighton, England: "We are having a wonderful time at the International Brotherhood of Magicians here at Brighton. I was on the International Show yesterday."

* * * *

The new hospital pharmacist in Shelby at the Cleveland County Hospital is Miss Jeanette Hunter, formerly of Winston-Salem.

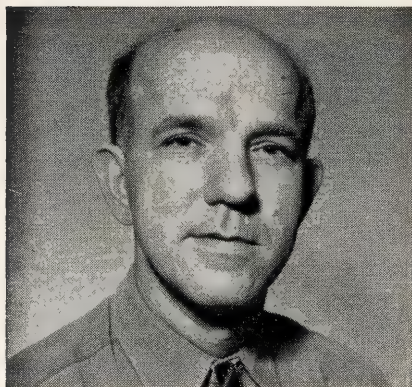
* * * *

Eckerd Drugs of High Point now exhibits a brand new front to folks who visit that section of Guilford County.

* * * *

In attendance at the recent meeting of the West Virginia Pharmaceutical Association, held at White Sulphur, was G. E. Andes of Wadesboro.

outsells all others



JEFFERSON, TEX. "Since giving 'Benedrex' Inhalers permanent and prominent display, we have noted a four to ten time increase in the daily sales of this all-season item, which is now outselling all other inhalers."

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Edward E. Taylor
City Drug Company

double your sales of BENZEDREX* INHALER with the new display carton

*Smith, Kline & French
Laboratories, Philadelphia*



*T.M. Reg. U.S. Pat. Off.

Change in Ownership

The ownership of a number of pharmacies changed during September, either partially or entirely. The following list, as supplied by the State Board of Pharmacy contains the name (or names) of the new owners:

Textile Drug Company, 2109 Church Street, Greensboro. Sam W. McFalls, owner and C. C. Graham, pharmacist in charge.

Franklin's Carolina Pharmacy, 138 East Chatham Street, Cary. T. Wayne Mitchell owner and pharmacist in charge.

Economy Drug Store, 157 Charlotte Street, Asheville. Earl R. Houser, owner John W. Moore, pharmacist in charge.

Caldwell Drug Store, Granite Falls Foster J. Simmons, owner and pharmacist in charge.

Fitchett Drug Store of Dunn, Inc., 12 East Broad Street, Dunn. C. E. Fitchett Mrs. C. E. Fitchett, Carl Fitchett and John Thornton, owners. John Thornton, pharmacist in charge.

Foster Pharmacy, Inc., 1018 North Elm Street, Greensboro. Robert Kessler, John Kessler and I. O. Wilkerson, owners. I. O. Wilkerson, pharmacist in charge.

Change in Ownership & Name

Cole's Pharmacy, South Main Street, Roxboro. Alfred F. Cole, Jr., owner and pharmacist in charge. (Formerly: Roxboro Drug Company).

Pharmacies Closed

J. M. Basart Drug Company, Greenville James P. Stowe & Company, Charlotte Center Pharmacy, Charlotte.

Reciprocity

Pharmacists licensed by reciprocity from other states:

John William Gray, Jr., 3515B Parwood Drive, Greensboro (from Texas). Mr. Gray is employed by Franklin's Drug Store.

Robert Elbridge Lee, 438 Donnelly Street Mount Dora, Florida (from Georgia).

George Henry Powell, 306 East Harris Street, Dillon, South Carolina (from South Carolina).

Hospital Pharmacists

The North Carolina Society of Hospital Pharmacists held their Fall Quarterly meeting at Cabarrus Memorial Hospital, Concord, on October 6.

President Andrew J. Darling of the Memorial Mission Hospital, Asheville, presided during the business session.

The program consisted of addresses by Grover Bowles, Baptist Hospital, Memphis, Tennessee, and Dr. Paul Numerof, Squibb Research Chemist, New Brunswick, New Jersey.

Various committee reports, including list of officer nominees for the coming year, were presented. A letter from the A.Ph.A. in recognition of the Society's \$100 contribution to the building fund was read.

A dinner preceded the business program. Following the dinner, and while the business session was in progress, the wives of members were entertained in the hospital's recreation room.

Local arrangements for the meeting were under the direction of Jim Mitchener and Rudy Hardy.

The next (January) meeting of the Society will be held in Winston-Salem.

Still on Job at 83

Henry Stiles Sedberry, Rocky Mount pharmacist, was featured in a special news story appearing in a number of the state's daily papers in October.

In point of registration (No. 682 issued March 16, 1892), Mr. Sedberry is the oldest active pharmacist in the state. He has been an employee of the I. W. Rose Drug Company since 1931.

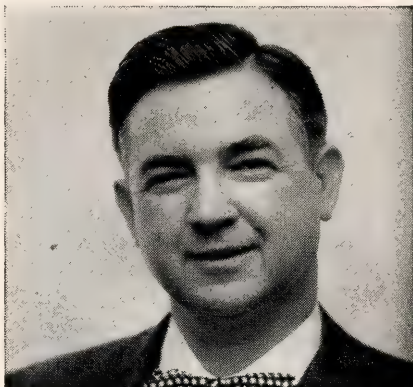
According to Bugs Barringer, who wrote the article, Mr. Sedberry, now 83, says he will retire when he starts to feel old.

Raleigh Travelers Organize

R. L. Brown is the president of the newly organized Raleigh Drug Travelers, which will meet the second Friday of each month at Balentine's Restaurant.

Other officers are: J. R. Brockwell, vice-president; Henry P. Ferrell, secretary; W. F. Elmore, assistant secretary; Dick Woodward, treasurer.

"produces many new customers"



MEMPHIS, TENN. "The 'Benzedrex' Inhaler is consistently a good seller, the year round. The display carton produces many new customers and has greatly increased my sales."

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William M. Hoagland
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Protests "Super Aspirin" Article

I have lost all faith in your magazine after reading your article on super-aspirin in your September, 1956 issue. In the past I had felt that your research department was one of the best and that I could depend on the information that you gave on different products. However, after reading this article I feel that your research department has misrepresented some facts.

For one thing you quote the retail price on one hundred tablets containing five hundred milligrams of prednisolone at \$15.00. We buy our drugs from only ethical companies and we pay \$17.89 for the hundred tablets of prednisolone of the strength you mention. As you can see, our cost is \$2.89 per hundred more than the retail price you quote.

The only combination of prednisolone and aspirin of the strength mentioned in your article that I can find is Cordex, made by the Upjohn Company. You state in your example that the retail price for five hundred milligrams of prednisolone combined with aspirin is \$40.00. The list retail price of Cordex is \$38.00 per five hundred milligrams. The retail list price for five hundred milligrams of prednisolone alone is \$29.83. That leaves a difference of \$8.17 between the retail price of five hundred milligrams of prednisolone alone and the retail price of five hundred milligrams of prednisolone and aspirin combination. The average price for aspirin tablets is around \$.60 per hundred. Extending this rate to one thousand tablets, the number of tablets necessary to contain five hundred milligrams of prednisolone at the strength you mention, the retail price of the aspirin in the super-aspirin combination is \$6.00. That leaves a difference of only \$2.17 per five hundred milligrams between the price of prednisolone alone and the prednisolone in combination with the aspirin. When the extra cost of combining the prednisolone and the aspirin is taken into consideration, plus the fact that one thousand tablets are being made instead of one hundred, the cost becomes even smaller. The so-called "extra-cost" of the super-aspirin is by no means as great as you would lead your readers to believe.

Tom Boone registers protest with publisher of *Consumer Reports* (September, 1956) over Aspirin-Hormone article.

Says such misleading information causes "Some of our customers to call us 'Jesse James.'"

In the article Sigmagen is mentioned as one of the most popular super-aspirin combinations and readers are left with the impression that Sigmagen is just a steroid-aspirin combination. However the formula for Sigmagen has ascorbic acid and aluminum hydroxide in addition to aspirin and the steroid hormone, which in this case is 0.75 mg prednisolone per tablet.

I feel that this article has greatly misinformed the public and that you owe the drug manufacturers such as Upjohn and Company and Schering Corporation as well as our profession an apology.

W. T. Boone, Boone's Pharmacy, Ahoskie

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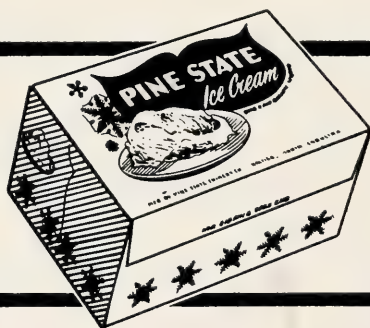
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ICE CREAM**

A superior ice cream intensive-
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through Newspapers • Radio
Point-of-Sale • Television



**FOR FOUNTAIN
SERVICE
and
FOR TAKE HOME
SALES**

RALEIGH, NORTH CAROLINA

Heroin Must Be Surrendered

Registrants who surrender Heroin to the Bureau of Narcotics, Baltimore 2, Maryland on or before November 19 may be reimbursed at the rate of \$100 per ounce in the event of lack of proof of actual cost of the drug.

Heroin found to be in possession of registrants after November 19 is subject to seizure without reimbursement.

Heroin and Heroin Compounds are shipped express prepaid. Four copies of Form 14 must be prepared in connection with the surrender.

If you have Heroin or Heroin Compounds in stock, write the NCPA for assistance in disposing of the merchandise.

Pharmacists Hold Reunion

Three former roommates at The University at Chapel Hill: A. C. Dollar of Winston-Salem, Jack Friday of Gastonia, and Harry Hauss of China Grove, met recently in China Grove for a reunion.

A fourth roommate, Lewis Summey of Dallas, was unable to attend on account of illness in the family.

The reunions are annual affairs, this being the fourth held by the pharmacists. A review of the old days at Carolina featured the day.

Moves to Florida

Victor L. Smith, until recently an inspector for the State Board of Pharmacy, now making his home in Bradenton, Florida 2507 13th Avenue West.

Before leaving the state, Mr. Smith asked us to invite his friends to stop by for a visit when next in Florida and in the vicinity of Bradenton.

Mr. Smith's future plans call for taking it easy, doing a bit of fishing when he feels like it, and perhaps some relief work when the occasion arises.

Top Rx Stores

Five pharmacies have filled over 3 million prescriptions, 16 have reached the million mark, none of them in North Carolina.



Dear W. J.:

A little over a month ago I was pleasantly surprised to have our Board Secretary, H. C. McAllister visit with us. When he first came in I thought that perhaps H. C. had taken on new duties as inspector, since Mr. Smith no longer calls on us. However, H. C. was here on another type visit that I believe is of great importance at the present time.

Last June the store took on the responsibility of supervising a future student of Pharmacy during the first phase of the experience necessary for registration after graduation, with me acting as a sort of

advisor to her progress. Mr. McAllister's visit was to better acquaint the student and me with the requirements necessary to complete that phase of her experience.

I know that the School and the N.C.P.A. offer so-called "refresher courses" from time to time, but for those of us who are unable to attend these courses, from the experiences of the last three months, I can tell you that if one takes on the full responsibility of advisor to one of these students and does the things that are required, he will have been through a "refresher course" to end all "refresher courses." I must admit that I had to dive for the reference books practically every day for some of the answers to the questions posed by the student. This, however, served the purpose of not only refreshing my memory but also of keeping me on my toes as to new information which the student was forever seeking. I recommend this experience for every member of the N.C.P.A.

C. H. Williams
Randolph Drug Company
Asheboro, N. C.

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STYLE-MASTER

SODA FOUNTAINS and

LUNCHEONETTE

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CHARLOTTE, NORTH CAROLINA

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PACKAGES
A YEAR...**



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NOTHING BETTER—NOTHING FASTER

***Manufactured exclusively
in North Carolina
Since 1910***

B. C. Remedy Co. DURHAM, NORTH CAROLINA

WHAT THE CLUBS ARE DOING

Greensboro Drug Club

At a recent meeting of The Greensboro Drug Club, Dan Walker of The Upjohn Company was elected president for the coming year.

Serving with him will be Jack Ranzenhofer, vice president, and Wyndham S. Dukes, re-elected secretary-treasurer.

Business discussed at the meeting included (1) How to get lost business, particularly vitamins, back into the drug store; (2) Group advertising by the Greensboro stores; (3) Planning for the Annual Physicians & Pharmacists Barbecue Party; and (4) Election of Officers.

The Greensboro Drug Club entertained local physicians at the annual barbecue at the City Club in Battleground Park on September 28.

The party was arranged by M. G. Morris, chairman; D. V. Walker, D. D. Clayton, A. Ranzenhofer and Russell Franklin.

Western North Carolina

The September 14 meeting of the Western North Carolina Drug Club was held in Asheville at The George Vanderbilt Hotel.

James W. Harrison and his troupe presented a humorous satire (Beware the Wolfsbane) on drug names.

In the absence of the guest speaker, Dr. I. J. Hornowski, who was called out of town unexpectedly, Bob Sisk pinch-hit to the delight of his audience.

The club decided to schedule its annually sponsored "Doctors' Party" in November with the assistance of the following committee: Moss Salley, Jr., Chm., J. M. Tatum, Glenn Rogers, Beaman Pinner and Cotton Bishop.

The club will assist in raising funds for the St. Joseph Hospital Building Fund.

Two new members were welcomed: Bob Hendrey of Hoffman-LaRoche and Tom Donnelly of Squibb. Guests included Mr. and Mrs. Herbert Boyd (W. S. Merrell).

President Steve Uzzell of Black Mountain presided.

Robeson

Delmar Morgan of the Owens-Illinois Glass Company, with headquarters in Charlotte, presented the September program of the Robeson Pharmacist Society.

Held in Lumberton, the meeting was attended by pharmacists from throughout Robeson County.

A film, "Do You Fill Prescriptions Here?," was shown.

Hubert N. Rogers, Jr., president, presided.

Alamance

Guest speaker at the September 14 meeting of the Alamance Pharmaceutical Society, held in Burlington, was Rease Inge, Regional Manager of E. R. Squibb & Sons.

Mr. Inge discussed "vitamins," their manufacture, display, sale and use. He was introduced by M. G. Morris, local Squibb MSR, with headquarters in Greensboro.

Guests at the meeting were Hunter Jones of Haw River, H. E. Lovett of Liberty, C. E. Hixon, and Bob Whiteley of Justice Drug Company.

Durham-Orange

Members of the Durham-Orange Drug Club, meeting in Durham on October 2 for their initial meeting of the new club year, heard Dr. F. C. Hammerness of Chapel Hill discuss, "Costing in the Prescription Department."

Claude Wheeler, president of the club, presided.

For seventy-one years

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SEEMAN

OF DURHAM

Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-seventh volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA

Tar Heel Digest

William W. Graham of Peachland is undergoing basic training at Fort Jackson. His address: US 53276407, Company I 19th. Bn., Fort Jackson, South Carolina.

* * * *

Gerald M. Stahl, chief pharmacist Watts Hospital, Durham, is teaching student nurses of the hospital. Topic: New Drugs.

* * * *

Verne Lea, Durham pharmacist (Sawyer & Moore), was recently selected as the city "Safe Driver of the Month." He received a \$25 government bond from Associated Transport, sponsors of the contest.

* * * *

Monroe's Vann Secrest, Sr. has returned after a visit with his daughter and son-in-law in Southern California.

* * * *

Eugene C. Wilson has joined Mann Drug of Burlington. For 30 years he was part-owner of the Heritage-Wilson Drug Company.

* * * *

Carl Kirby transfers from Boone's Pharmacy, Ahoskie, to The Village Pharmacy, Raleigh.

* * * *

William E. Insch, native of Oklahoma, graduate of the University of Tulsa, will represent Ciba in the Winston-Salem area. He holds a foreign trade degree from the American Institute for Foreign Trade, Phoenix, Arizona.

* * * *

A. D. Stonestreet of the Sampson Wholesale Drug Company, Winston-Salem, becoming suspicious when he noticed merchandise disappearing, maintained an all-night watch at the rear of the business. Result: an employee of the firm caught in the act removing stolen merchandise, which was temporarily hidden during the day as the goods were transferred to the building from an adjacent storage place.

Gordon E. Cory of Greensboro, sales representative for the Weeco Products Company, has been named district sales manager for the firm. He has been an employee of the firm for 26 years.

* * * *

At Pinner's Drug Store, Asheville, you will now find Jesse Milton Russell, Jr., until recently an employee of the Kenilworth Drug Store.

* * * *

Jean and Bill Swann of Bryson City have moved to Tampa, Florida where Bill is now employed by Eckerd's Drug Store, Henderson Blvd. Shopping Center.

* * * *

New pharmacist at Tarboro's Edgecombe Drug Company is William D. Moore, formerly of Windsor.

* * * *

Add another pharmacist to Whiteville's

growing list of professionals—John H. Gibson of Elizabethtown.

* * * *

Raymond E. Heath will soon join Parke, Davis & Company as a MRS with headquarters in Hickory. His position as pharmacist with Almand's Drug Store of Rocky Mount is being filled by J. A. Speight, newly returned to civilian life from the Armed Forces.

* * * *

Former NCPA president Allison James returns to the active practice of pharmacy by accepting employment with the Sandhill Drug Company of Southern Pines. For the past 15 years, Allison made his home in Greensboro where he was state director of the savings bond division of the Federal Government. He says he is a little rusty on the new products, but intends to catch up as quickly as possible.



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EFFECTIVE IN 85% of 67 CASES¹
Acts Quickly...No Side Effects
Regardless of Age or Pathology

**Also Effective in Coronary Thrombosis²,
 Male Climacteric³ and Senility⁴**

1. Medical Times, March 1956. 2. N. Y. State Jnl of Medicine, March 1953. 3. Medical Times, October 1951. 4. Medical Times, March 1951.

TEAR OUT AND MAIL THIS AD WITH YOUR RX BLANK.

☐ Reprints ☐ 10 cc. vial \$10.00 ☐ 25 cc. vial \$20.00
 (Dose: 1 cc.)

Each cc. contains: Chorionic Gonadotropin 200 I.U.; Thiamine Chloride 25 mg.; L + Glutamic Acid 52.5 ppm.; Chlorobutanol 0.5%; Procaine Hydrochloride 1%.

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... then you're not from Laredo?

"Never been to Texas in my life. I run a drug store in Atlanta, G.A."

Why the ten-gallon hat?

"Secret compartment for spending money."

U-m-m-m. Oil well on the side?

"Nope — a Sealtest fountain on the side, and near the rear. Pulls 'bar flies' through every department in my store."

And you're getting rich off that?

"Doing all right. Folks keep coming back for Sealtest's *quality* ice

cream. Buy lots of other stuff, too."

Sounds like a hot deal.

Could you cut me in?

"Sure — I've got *my* neighborhood sewed up. Just call your local Southern Dairies salesman. He'll give you the low-down on high fountain profits."

sells
your
store...



NOTABLE NOTES

Bill Price of the Conover Drug Company dispensed Unguentine on written order for "Oinitine for bums."

* * * *

And from Charlie Blanton of Kings Mountain a letter which he received from a customer: "Daddie is conspitated from doctor medicine. This castol oil will make him sicker. Please send me, I think it's milk of magnesia. It's in green bottles somewhat like ginger ale. Please but not liquid magnesia milk. P.S.—a liquid."

* * * *

High Point's J. Louis Cobb received a call for a "Feenamint Syringe."

* * * *

And by way of Harry Mauney of Hayesville we present two notes: (1) Ampel and (2) Onion Teen Save.

* * * *

Attend NARD Meet

"A most helpful convention," writes a pharmacist who attended the Cincinnati convention of the National Association of Retail Druggists.

A partial list of Tar Heels present include: Mr. and Mrs. J. C. Jackson of Lumberton, Mr. and Mrs. T. J. Ham, Jr. of Yanceyville, Mr. and Mrs. Alfred Martin of Roanoke Rapids, Horance Lutz, Jr. and Mrs. Eulan Shook, all of Hickory.

A high honor came to one of our pharmacists—Tom Ham was elected president of the "Dixie Sunrisers"—an organization made up of NARD members from the south.

Checks on Stock Feeds

A. Gregory Howe, newly employed by the Virginia Department of Agriculture, Division of Chemistry & Foods, is checking on the drug content of medicated stock feeds.

At a recent meeting of the Richmond Rug Club, which he attended, he says he ran into Drs. Walter Hartung and John Andrako.

Greg's address in Richmond is 8726 Holly Hill Road.

Engagements

Freda Hobowsky to Tavia Fred Gordon of Norfolk, Va., the wedding planned for November.

Births

Andrews

Alyce Camille, born September 10, to Mr. and Mrs. John Andrews of Winston-Salem.

Blanton

Donna Elizabeth, born October 3, to Mr. and Mrs. Charles D. Blanton, Jr., Kings Mountain.

Williford

Timothy Lee, born August 28 to Mr. and Mrs. E. H. Williford of Kannapolis.

Holt

Pamela Jean, born September 19, to Mr. and Mrs. Dorma Holt of Burlington. Mrs. Holt will be remembered as Mary Ellen Millaway, graduate of UNC School of Pharmacy, and daughter of Pharmacist E. D. Millaway.

Marriages

Curtis-Traxler

Thomas Eugene Curtis of Waynesville to Barbara Jewel Traxler of Asheville, October 6th.



The Name at the Top—It's EVERFRESH

and The top Name among quality brands

Assures PROFITS

Assures DEMANDS

"The swing is definitely toward the brands the public knows."

ORDER TODAY

Thru Your Wholesaler
List price, \$2.30 per dozen. 10% off in case lots of 2 dozen bottles, \$2.07 per dozen net. Minimum Retail Price, 30¢ each.

The McCambridge & McCambridge Co.
6400 Rhode Island Ave. Riverdale, Md.



HOWELL HALL HAPPENINGS

Two hundred and thirty-seven undergraduate students enrolled in the School of Pharmacy for the Fall Semester. This represents an increase of 16 students more than last year of which there was an increase of 10 students in the fourth year class. There were 76 new students, freshmen and second year transfers.

A total of 9 students were registered in the graduate school with major studies in pharmacy or pharmaceutical chemistry. The 4 new graduate students were: Shu-Sing Cheng from Taiwan, George Crevar from Fordham University, Metro Fedrochuk from the University of Saskatchewan, and Robert Rauch from the Philadelphia College of Pharmacy and Science. The first three of these graduate students were appointed as part-time instructors in the school.

The Board of Higher Education placed the joint needs for the Schools of Pharmacy and Journalism very high in its recommendation for permanent improvements at all of the state supported colleges and universities. The first three categories made a total request for \$3,588,860 for reconstruction of utility plants and services, construction of dining halls and cafeterias, and completion and utilization of projects previously authorized. In category IV pharmacy and journalism were placed second for a total request of \$1,797,000. The total recommendation extended through 4 additional categories to a total request of \$14,544,348. With continued support from the pharmacists and journalists of North Carolina there is excellent prospect that funds will be appropriated for the long needed larger pharmacy school building in Chapel Hill.

Look Magazine dated October 2 contained a most pleasing feature "Pharmacy in the Family" featuring the Prices of Mooresville, one of North Carolina's dynasties in pharmacy. The photographs at the School of Pharmacy were taken last May.

Dean E. A. Brecht addressed the Rotary Club of Concord on "Pharmacy in North Carolina" on September 12. The need for more pharmacists and a larger pharmacy

school building were emphasized. Local pharmacists in attendance at the meeting included Joe Pike, who introduced the speaker, Jesse Pike, James Mitchener and pharmacy student, William Ponder.

Mrs. Hildegard Pierce, Secretary in the School of Pharmacy for five years resigned from her position on September 12 to drive to San Francisco for the first lap of her journey to Japan where she will join her husband who re-enlisted for a career in the U. S. Army.

Miss Decie Kirk was promoted to the position of Secretary to the Dean and Mr. Pamela Clemmons was appointed Secretary in the School of Pharmacy.

The following undergraduate students arrived in Chapel Hill on September 13 to serve as student counselors for Freshman Orientation in the School of Pharmacy: Donald J. Miller, Captain, Raleigh; Dorothy Etta Johnson, Harrells; Carole Soles, Whiteville; Dean Butler, Morganton; Ben Court Reidsville; and Pete Delon Freeman, Ashboro. Their excellent work was greatly appreciated in showing the new students their friends were waiting for them at the School of Pharmacy.

Many of the newspapers carried a special release on September 16 featuring the new museum in the School of Pharmacy. The release was prepared by Robert Bartholomew who was appointed on July 1 to director of Public Relations in the Division of Health Affairs of the University of North Carolina.

"Two buildings for one offers good proposition at University" was the title of the excellent lead editorial in the *High Point Enterprise* on September 19. It called attention to the need for larger educational facilities for both pharmacy and journalism at the University of North Carolina.

Jane Welch, second year student and daughter of pharmacist W. D. Welch, Jr., Washington, N. C. was one of the three candidates from the University of North Carolina at Chapel Hill for the high honor of Consolidated University Day Queen on September 22.

Dean Brecht presented a paper and demonstration on "Dispensing Aids" at the Pharmacy Seminar in Charlotte on September 27. Attention was called to new dispensing adjuncts, and sources of supply were listed. This list may be obtained by request.

Dr. Sigurdur Jonsson, Associate Professor of Pharmaceutical Chemistry, received a grant to the amount of \$500 from the American Cancer Society for research aid to continue synthesis of antimetabolites.

The annual picnic honoring new students in the School of Pharmacy was held at Hogan's Lake on September 27.

Dean Brecht and Prof. F. C. Hamnerness showed the kinescope made at the School of Pharmacy, "Tomorrow's Drugs" to the Kiwanis Club of Sanford on September 8. They were introduced by Robert Neal Watson of Jonesboro Heights, Sanford.

Dean Brecht and Professor Earl Brown took part in an interesting use of old pharmacy in helping Burt Davis of the Music Department in making violin varnishes according to the "secret" formulas of the old

masters. The processes included precipitation of insoluble rosin soaps, the fermentation of madder, extraction by maceration, and the use of a tenaculum.

Recent visitors at the School of Pharmacy have included Mr. and Mrs. Marion S. Hamer and daughters Cynthia and Bettie from Hughesville, Maryland; Steve Uzzell, pharmacist from Black Mountain; Professors Frank Cosgrove and John H. Shinkai, College of Pharmacy, Loyola University, New Orleans; M. Thomas Wagner, Jr., pharmacist in the U. S. Public Health Service, Philadelphia; W. J. Weatherly, pharmacist from Mount Olive; Virginia Caudle, hospital pharmacist from Winston-Salem; Mr. and Mrs. Alfred F. Cole, Jr., Cole's Pharmacy, Roxboro; S. B. Hall, pharmacist from Mocksville; Captain Jack A. Creech, Bolling Air Force Base, Washington, D. C.; Dean Elmer L. Hammond, College of Pharmacy, University of Mississippi; and Brownie Schaefer, pharmacist from Asheville on his way into military service.



LANCE STANDS OUT

IN QUALITY
IN PROFIT
IN CONSUMER
SATISFACTION



DOINGS

OF THE AUXILIARIES

REPORTERS

- Charlotte—Mrs. James A. Wolfe
- Wilmington—Mrs. A. J. Simeone
- Greensboro—Mrs. J. A. Ranzenhofer
- High Point—Mrs. J. Louis Cobb
- Raleigh—Mrs. Romas T. White, Jr.
- Winston-Salem—Mrs. John Holland
- Pharmacy Wives—Mrs. W. J. Smith
- Alamance—Mrs. C. A. Wharton

Charlotte

The Charlotte Druggist Auxiliary held its first meeting of the year on September 11th in Efrd's private dining room. This was mainly a business session, with our new president, Mrs. F. F. Potter, presiding.

The devotional was given by Mrs. H. G. Blackmon. Decorations were quite appropriately arranged by Mrs. R. L. White, consisting of a large sign with "Welcome" written on it, held up by two very old Pharmacy books, flanked by a mortar and pestle.

Mrs. T. E. Whitehead, Membership Chairman, introduced the following guests and new members:

Guests: Mrs. Charles Budd and Miss Ethel Hayes.

New Members: Mesdames Hugh J. Singleton, Mrs. T. D. Kistler, and Mrs. J. A. Catanese. Mrs. Potter then introduced the new officers and committee chairmen as follows:

Officers: Vice-President, Mrs. Gilbert Colina; Rec. Secretary, Mrs. J. H. Morris, Jr.; Cor. Secretary, Mrs. James A. Wolfe; Treasurer, Mrs. Claude F. Norman; Parliamentarian, Mrs. Victor L. Riggsbee.

Committee Chairmen: Devotional, Mrs. T. F. Hawkins; Program, Mrs. Gilbert Colina; Decorations, Mrs. R. L. White; Hospitality, Mrs. Raymond Cobb; Luncheon, Mrs. Leonard C. House; Membership, Mrs. T. E. Whitehead; Telephone, Mrs. W. G.

Fowler; Door Prizes, Mrs. W. R. Dixon Sunshine, Mrs. H. E. McGinn; Historian Mrs. Floyd Johnson; Education, Mrs. L. E. Barnhardt; Project, Mrs. J. W. Bennick Mrs. R. L. White, Co-Chairman.

Door Prizes were won by Mrs. Louis Holmes, Mrs. J. A. Monroe, and Mrs. H. W. Wohlford.

Greensboro

Mrs. W. D. Comstock, a guest, discussed ceramics in particular and other crafts such as metal enamelling and sheet copper work when she met September 25 with Greensboro Drug Club Auxiliary for luncheon at Mayfair Cafeteria.

The speaker, who is affiliated with Barbara-Lee Ceramics Studio, had a number of ceramic pieces to illustrate her talk.

The auxiliary again granted a scholarship to Robert Foster, student in the school of pharmacy at the University of North Carolina, Chapel Hill. The ways and means chairman, Mrs. C. V. Cagle, announced that projects for the year will include a sale of candy and Christmas cards and a benefit bridge to be held Oct. 11 at Dolly Madison Hostess Room. The next regular meeting will be Oct. 23 at Mayfair Cafeteria, according to announcement by the president Mrs. E. R. Kinard, Jr.

Raleigh

The Raleigh Woman's Drug Club met in Raleigh on September 6 with Mrs. W. F. Elmore, president, presiding.

During a brief business session, a project committee was named, with Mrs. L. F. Auckland as chairman.

Hostesses for the evening were the clubs past and present officers: Mrs. Grady Britt, past president; Mrs. W. H. Wilson, past vice president; Mrs. Henry P. Ferrell, past secretary; and Mrs. Joe B. Vinson, past reporter.

Also, Mrs. W. F. Elmore, present president; Mrs. R. L. Brown, vice president; Mrs. Billy R. Murray, secretary; Mrs. Graham Gregory, treasurer; and Mrs. R. T. White, Jr., reporter.

Bridge prize was won by Mrs. K. F. Handy, the canasta high score by Mrs. Joe Gillespie.

Raleigh

The Raleigh Woman's Drug Club held their October meeting in the Sandhills room of the S & W Cafeteria, with Mrs. F. Elmore presiding.

A letter of thanks received from L. Harl White, recipient of the Raleigh Woman's Auxiliary Scholarship, was read by Mrs. R. L. Brown.

Mrs. O. G. Duke, Jr., announced that a bridge tournament will be held November at the Carolina Hotel, Raleigh.

The club was happy to accept Mrs. Dick Goodard and Mrs. Bill Jordan as new members, and also to reinstate Mrs. K. V. Franklin as an active member.

As the members adjourned, door prizes were presented Mrs. B. F. Page and Mrs. B. Melvin.

Pharmacy Wives

The UNC Pharmacy Wives started their year with a pot-luck supper, to which were invited the new "wives," as well as husbands and families.

The second meeting of the year was held for transaction of business, consideration of projects, and plans for future programs.

Mrs. John Bullock, Jr., president, conducted the meetings, which were held at the Institute of Pharmacy.

High Point

High Point's first meeting of the new year was held at the home of Mrs. West R. Anderson, Sr., with the president, Mrs. E. R. Anderson, Jr., conducting the business meeting.

Two new members, Mrs. Robert G. Smith and Mrs. Joe Bland, were welcomed.

Following the business meeting, Mrs. Anderson, Sr. showed slides of a trip to Bermuda.

Mrs. Bruce Williams assisted Mrs. Anderson as hostess.

Alamance Drug Circle

Members of the Alamance Drug Circle journeyed to Chapel Hill for their October meeting, carrying with them a delicious array of "potluck" foods.

Following the luncheon, served at individual card tables in the lobby, a tour of the Institute of Pharmacy was made.

Members from Burlington, Gibsonville, and Yanceyville made up the caravan, led by Mrs. Rudolph Pittman, president.

Apothecary Club

Members of the Apothecary Club were entertained on Sunday afternoon, September 23, by the members of the Winston-Salem Drug Club, at a family picnic at Tanglewood Park.

Under the direction of Mr. and Mrs. Leslie M. Myers, an excellent menu was served. Activities for all ages were planned, ranging from children's treasure hunts to shuffleboard for the adults.

Special guests were Mr. and Mrs. W. J. Smith of Chapel Hill.

*This
is the season for . . .*

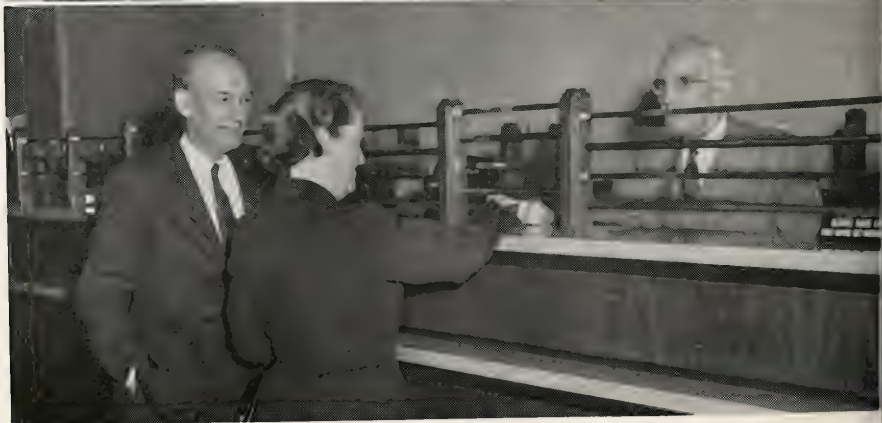


*Do you have
an adequate stock?*

Last Fall and Winter new sales records were set for Soltice Quick-Rub. This Spring even these records will topple as the demand continues to grow for this new greaseless, stainless rub that gives FAST relief to cold misery.

Soltice—a popular item in the Summer for the relief of sore muscles, rheumatic aches, tired feet, non-poisonous insect bites, etc.—is a best seller throughout the cold season. Do you have an adequate stock? If not, mail your order today. It'll get prompt attention.

**THE CHATTANOOGA
MEDICINE COMPANY**
Chattanooga 9, Tennessee



Carolina Camera

Top: A. Paul Carswell, Carswell Drug Company, Durham, winner (3rd prize) of a new Plymouth in recent Mennen Merchandising Display Contest, turns keys to car over to Mrs. Carswell.

Second from the left is Kermit G. Welton, Southern Regional Sales Manager of The Mennen Company, and standing next to Mr. Carswell is Zack Lyon, Sales Manager of the Peabody Drug Company, Durham.

Local interest in the contest (Durham had six of the nine winners in the state) stemmed from the promotional activities of J. T. Byerly, city salesman for Peabody.

Center: Occasionally the Institute of Pharmacy auditorium is rented to non-pharmacy groups. Here pictured are hospital employees brought to Chapel Hill by Hospital Savings Association.

Bottom: Clyde Eubanks, President of Chapel Hill's ten million dollar bank, re-

ceives deposit from customer while W. E. Thompson, an executive officer of the bank, looks on.

Howe Appointed Chemist

A. Gregory Howe of Rocky Mount has been employed by the Commonwealth of Virginia as a chemist. He will make his home in Richmond.

A graduate of the UNC School of Pharmacy, Mr. Howe has been employed in retail pharmacy since graduation. First, with Bissette's of Greenville, later in Rocky Mount with May & Gorham and the I. W. Rose Drug Company.

Whaley Resigns

Milton Whaley, manager of Wallace Drug Company, Wallace, has resigned to accept a MSR position with Eli Lilly & Company.

Leon I. Graham has assumed management of the business.



Reabela Tablets

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

Reaco A & D Capsules

\$10.00 Doz. 100s

A. E. P. Tablets

\$24.00 Doz. 100s

Pyridoxine HCl (B6) 10 mg. Tablets

\$2.25 per 100

Pyridoxine HCl (B6) 25 mg. Tablets

\$4.50 per 100

Pyridoxine HCl (B6) 50 mg. Tablets

\$7.50 per 100

Reavita Capsules

\$34.80 Doz. 100s

\$28.00 per 1000

Neo-Reavita

\$36.00 Doz. 100s

Reacaps

\$25.80 Doz. 100s

Rea-Secal

\$15.00 Doz. 100s

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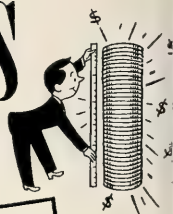
WEST DURHAM, NORTH CAROLINA

you know, **BUT...**
do your clerks know?



larger unit sales mean

BIGGER PROFITS



display and sell
the **"FAMILY PACK"**

50 POWDERS
or
100 TABLETS



...a better value for your customer

Former Tar Heel Doing Well in Maryland

Friends and former UNC classmates of Marion Hamer will be interested to learn he is doing well with his pharmacy which he established in Hughesville, Maryland about three years ago.

Prior to entering the University, Marion worked for Earl Tate in Lenoir at the Lenoir Drug Company. Later, after receiving his pharmacy license, he worked in Hickory at the Lutz Drug Store.

Employment with Peoples in Washington during the war years familiarized Marion with that section of our country, and it was here that he met and married a young lady of Hughesville.

The present Hughesville Pharmacy—the only pharmacy in the town—was originally operated as a sundry-soda shop. After Marion purchased the business, extensive remodeling converted it into a first class prescription store.

Little headway was made on prescriptions at first, the town's sole MD preferring to stick to dispensing. However, the situation is improving. MD's within the trading area of the town are beginning to send prescriptions to Marion, and one doctor, located about 15 miles from the pharmacy, purchases all his supplies in Hughesville although other pharmacies are more conveniently located to the MD.

The Hamers recently moved into a new home which is located near the pharmacy. When business gets rushed or Marion has to be temporarily absent from the store, Mrs. Hamer takes over until the "boss" returns.

Two lovely daughters of school age help to keep Marion and his wife involved with outside activities. The older daughter, when asked about the shift from North Carolina to Maryland, said she was happy in her new home but missed living in Hickory.

NEW PRODUCTS

D-CAL-FE Ovalets

Each ovalet contains:

Ferrous Gluconate (Elemental Iron 37 mg.).....	324 mg.
Calcium Lactate (Calcium 65 mg.).....	500 mg.
Vitamin D (Irradiated Ergosterol).....	400 USP Units

Available in bottles of 100 \$1.20 and 500 \$5.20

VI-CAL-FE Ovalets

Each Ovalet contains:

Ferrous Gluconate.....	260 mg.
Calcium Lactate.....	324 mg.
Vitamin A (Acetate).....	1000 USP Units
Vitamin D (Activated Ergosterol).....	400 USP Units
Vitamin B-12 (Cyanocobalamin USP).....	1 mcg.
Thiamine Hydrochloride.....	1 mg.
Riboflavin.....	1 mg.
Ascorbic Acid.....	30 mg.
Pyridoxine Hydrochloride.....	2 mg.

Available in bottles of 100 \$1.80 and 500 \$8.40

ORDER NOW FROM YOUR WHOLESALER

MAYRAND INCORPORATED

Manufacturing Chemists

Greensboro

North Carolina

Look Features

Pharmacy in the Family

The important part played by the pharmacist and his pharmacy in the life of a community was highlighted in the October 2 issue of "Look" magazine.

To represent the profession, "Look" chose as the focal point of its story the Sam Prices, father and son, who own and operate the Miller Drug Company in Mooresville, North Carolina.

When Mr. Price, Sr., a 1919 graduate of the Philadelphia College of Pharmacy, came to Mooresville in the early 20's to practice pharmacy, the Miller Drug Co. was already an old established firm. Its first prescription, a compound of boric acid and vaseline, dates back to March 5, 1889. Since that time, it has filled over half a million prescriptions, many of them containing drugs not yet dreamed of when it compounded its first simple medication.

As Sam Price, Jr., reached college age, he decided to follow in his father's footsteps. In 1952, he was graduated from the University of North Carolina School of Pharmacy and, after serving as a pharmacist with the U. S. Army, he returned to his home town to take his place in the family business.

Now, in addition to helping run the Miller Drug Co., Sam, Jr., devotes much of his spare time to serving his community. Not only is he one of the active young leaders in his church, and in the town's Merchants Association, Junior Chamber of Commerce, Veterans of Foreign Wars and other civic organizations, but last term he helped overcome the local teacher shortage by instructing a nurses' class in chemistry at Lowrance Hospital in Mooresville.

The Prices are unusual in that "pharmacy in the family" is not limited to the men in the household. While many pharmacists' wives are their husbands' right-hand-men in the management of the store, the two Mrs. Prices—Sr. and Jr.—are interested in the chemical end of the business as well.

In addition to The Prices, others appearing in the picture lay-out include Dean Brecht, Bill Taylor and Joanne McDonald (now in Charlotte) of Chapel Hill.

Daniel Honored by Merchants Association

In a special dinner ceremony in Raleigh on September 26, Governor Luther Hodges acting on behalf of the N. C. Merchants Association, awarded E. C. Daniel of Zebulon a certificate for "distinguished service in retailing."

Others similarly honored were W. I. Wyatt of Raleigh, J. B. Efrid and R. M. Pound of Charlotte, J. E. Spainhour of North Wilkesboro and Abel Warren of Garland.

George Royall of Elkin, a member of the board of directors of the State Merchants Association, participated in the ceremony.

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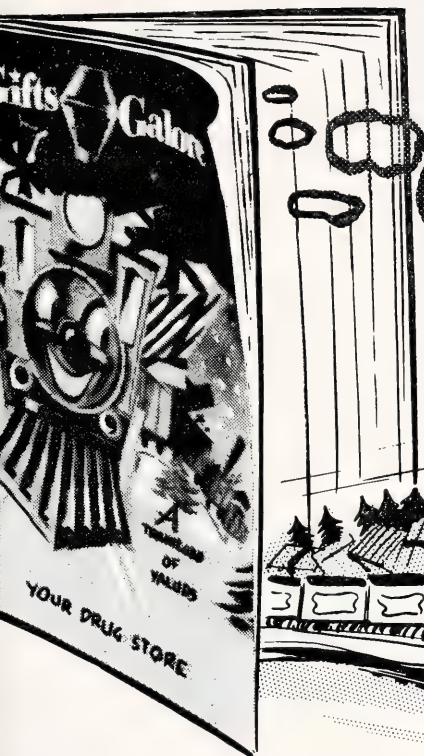
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Contains also:	
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Zinc as the Chloride	
*Obtained from extracts of suitable microbial organisms and determined microbiologically against Vitamin B ₁₂ Standard for therapeutic use in the treatment of vitamin and mineral deficiencies	

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Raleigh, North Carolina

The Carolina ^{S. O. BALCONY}
**JOURNAL OF
PHARMACY**

VOLUME
XXVII

NOV., 1956

NUMBER
11

NOV 29 1956



1956 YEAR BOOK OF THE N. C. P. A.

for better health during pregnancy

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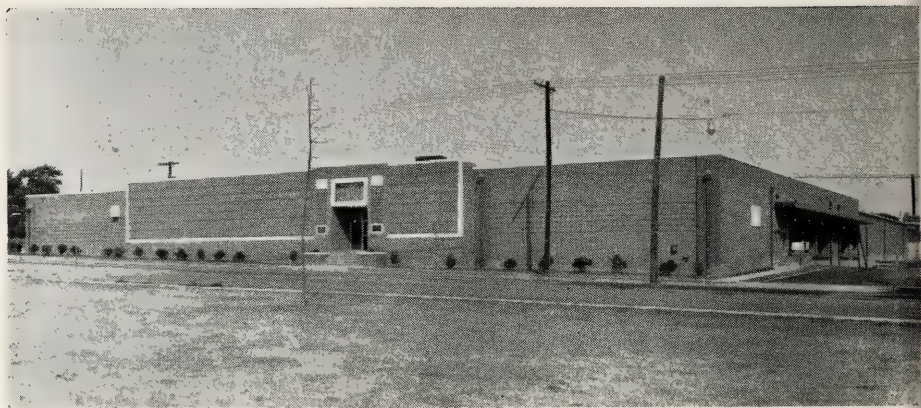
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A Note of Thanks

A note of thanks and appreciation to all our good customers who have contributed so much toward making 1956 the most successful year in the History of Justice Drug Company.

We are ever thankful and mindful of the friendly relations through the year and wish for our many friends continued health and prosperity in the future.

TRY YOUR DRUG WHOLESALER FIRST



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Greensboro, N. C.

DEPENDABLE SERVICE SINCE 1898

The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE

NORTH CAROLINA PHARMACEUTICAL ASSOCIATION

AT CHAPEL HILL, N. C.

W. J. SMITH, MANAGING EDITOR

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1956 YEAR BOOK

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<i>President</i>	J. W. Tyson, Plaza Drug Company, Greensboro
<i>First Vice-President</i>	C. D. Blanton, Kings Mtn. Drug Co., Kings Mtn.
<i>Second Vice President</i>	W. D. Welch, Jr., Welch's Drug Store, Washington
<i>Third Vice-President</i>	Sam W. McFalls, McFalls Sunset Drug Store, Greensboro
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<i>General Counsel</i>	F. O. Bowman, P. O. Box 688, Chapel Hill

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W. D. Welch, Jr.....	Washington
W. A. Ward.....	Swannanoa
W. L. West.....	Roseboro
W. B. Gurley.....	Windsor
Sam W. McFalls.....	Greensboro
W. J. Smith, <i>Secy.</i>	Chapel Hill

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W. L. West, <i>Chm.</i>	Roseboro
C. M. Andrews.....	Burlington
E. A. Brecht.....	Chapel Hill
E. C. Daniel.....	Zebulon
R. A. McDuffie.....	Greensboro
M. B. Melvin.....	Raleigh
B. R. Ward.....	Goldsboro

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J. P. Baibour.....	Burlington
Roy Collette.....	Mocksville
Marion M. Edmonds.....	Greensboro
John Pickard.....	Durham
C. L. Shields.....	Jacksonville
James A. Way, Jr.....	Winston-Salem

INTER-PROFESSIONAL RELATIONS

W. A. Gilliam, <i>Chm.</i>	Winston-Salem
G. Haywood Jones.....	Zebulon
H. G. Price.....	Raleigh

PRACTICAL PHARMACY & DISPENSING

N. O. McDowell, Jr., <i>Chm.</i>	Scotland Neck
Jarvis M. Alligood.....	Greenville
David R. Davis.....	Williamston
Paul R. Jenkins.....	Murfreesboro
J. P. Tunstall.....	Washington

PAPERS AND QUERIES

W. D. Welch, Jr., <i>Chm.</i>	Washington
John Hood, Jr.....	Kinston
J. T. Stevenson.....	Elizabeth City

TRADE INTEREST

J. R. Casteel, <i>Chm.</i>	Durham
Paul Bisette, Jr.....	Wilson
Cade Brooks.....	Fayetteville
Herman Lynch.....	Dunn
Jesse Pike.....	Concord

MD-OWNED PHARMACIES

E. R. Fuller, <i>Chm.</i>	Salisbury
C. D. Blanton, Jr.....	Kings Mtn.
Rudy Hardy.....	Concord
S. H. Price, Jr.....	Mooreville
Vann V. Secrest, Jr.....	Monroe

ATTENDANCE

W. A. Ward, <i>Chm.</i>	Swannanoa
J. Paul Gamble.....	Monroe
Sam Jenkins.....	Walstonburg

MEMBERSHIP

W. S. Wolfe, <i>Chm.</i>	Mt. Airy
J. Louis Cobb.....	High Point
Ernest Rabil.....	Winston-Salem

PUBLIC RELATIONS

James W. Harrison, <i>Chm.</i>	Asheville
Moss Salley, Jr.....	Asheville
Dean Tainter.....	Marion

ENDOWMENT

T. J. Ham, Jr., <i>Chm.</i>	Yanceyville
W. B. Gurley.....	Windsor
Sam W. McFalls.....	Greensboro

EXTENSION DIVISION

F. C. Hammerness, <i>Chm.</i>	Chapel Hill
W. G. Dudley, Jr.....	Reidsville
B. O. Lockhart.....	Raleigh

DENTAL FORMULARY

Ben Cooper, <i>Chm.</i>	Chapel Hill
Ralph Rogers, Jr.....	Durham
W. W. Taylor.....	Chapel Hill
Claude Wheeler.....	Chapel Hill
Howard Yandle.....	Chapel Hill

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J. C. Jackson, <i>Chm.</i>	Lumberton
Ben R. Harward.....	Broadway
Fred Moss.....	Gastonia
Leslie Myers.....	Winston-Salem
E. W. Woodlard.....	Henderson

DELEGATES

<i>American Pharmaceutical Ass'n</i>	
E. A. Brecht, <i>Voting Delegate</i>	Chapel Hill
Robert Neal Watson.....	Sanford
<i>Nat'l Ass'n of Retail Druggists</i>	
T. J. Ham, Jr., <i>Voting Delegate</i>	Yanceyville
J. C. Jackson.....	Lumberton

PROCEEDINGS

Seventy-sixth Annual Convention

Sir Walter Hotel
Raleigh
May 8-10, 1956

OPENING SESSION

The first business session of the 76th Annual Meeting of the North Carolina Pharmaceutical Association, held in the Sir Walter Hotel, Raleigh, convened at 9:00 a.m., May 9, the president, W. B. Gurley of Windsor, presiding.

Sessions of the Woman's Auxiliary and the Traveling Men's Auxiliary of the NCPA were opened by Mrs. W. P. Brewer of Greensboro and Mr. James M. Darlington of Winston-Salem.

Before opening the initial business program, President Gurley called on the Reverend John W. Kincheloe, pastor of the Hayes Barton Baptist Church, for the invocation.

Ben R. Harward of Broadway was appointed Sergeant-at-arms.

The convention delegates were officially welcomed to the city by the Honorable Fred B. Wheeler, mayor of the city of Raleigh. The response to the Address of Welcome was by Sam W. McFalls, Greensboro.

Two convention committees were appointed by President Gurley—the Nominating Committee: J. C. Jackson, chairman, W. A. Gilliam, Joe Anderson, W. Latham West, Dean Tainter, B. Cade Brooks, Alfred N. Martin; the Time and Place Committee: James W. Harrison, Chairman, Boyce Hunter, and Dorsey Welch.

Governor's Address

The Honorable Luther Hodges, Governor of North Carolina, was introduced by Mr. J. M. Darlington, president of the Traveling Men's Auxiliary. It was especially appropriate that Mr. Darlington introduce the Governor as he is a native of the Governor's home town and had known him for many years.

The Governor's convention address was published in the September, 1956 issue of the CAROLINA JOURNAL OF PHARMACY, Page 391.

At the conclusion of the address, President Gurley said, "Governor Hodges, it has been a privilege and a pleasure to have you with us. We especially appreciate your leaving your office so early in the morning to speak to us. Not only do we want to thank you for this appearance on our program, but we also wish to use this opportunity to express our appreciation to you for your cooperation with us in various other ways. In promoting North Carolina products and seeing they are properly recognized as such, we are happy to present to you a true home-grown product, a Bertie County country ham."

Rite of the Roses

The Rite of the Roses, a memorial service dedicated to the members who passed on during the year, was conducted by Mr. J. T. Stevenson of Elizabeth City.

The deceased member list, as read by Mr. Stevenson, follows:

Carey Hunter Fleming, Creedmoor, June 6, 1955; Charles R. S. Willson, Winston-Salem, August 3, 1955; William Russell McDonald, Jr., Hickory, January 7, 1956; John Alonzo Goode, Asheville, January 21, 1956; Lewis Wellington Hart, China Grove, February 12, 1956; Edward Clarence Adams, Gastonia, February 19, 1956; Kenneth Vaden Franklin, Cary, March 22, 1956; Coley R. Yoder, Conover, March 27, 1956; Edward Ragland Thomas, Erwin March 28, 1956; and William Robert Nowell, Wendell, April 9, 1956.

President Gurley: "One of the tasks of the N.C.P.A. president each year is a report of the work during his term of office.

This year we shall depart a little from this, and outline some future hopes, based on the experience gained during this past year. The work of the Association will be covered in detail by your secretary, W. J. Smith, at a later session, which gives me the opportunity of looking ahead as well as behind in my brief message. Mr. Tyson, will you take the chair while the president's report is being read?"

President's Address

W. B. GURLEY, Windsor

Mr. President-Elect, Distinguished Guests, Members of the North Carolina Pharmaceutical Association, Ladies and Gentlemen:

The report which I am about to make runs approximately twenty minutes. If there are any good sleepers in the audience, I will try not to disturb them too much.

The best sleeper I ever met was a fellow who told me that he sleeps well **nights**—and he sleeps pretty good **mornings**, but **afternoons** he just seems to twist and turn.

Now, I do not know what your sleeping habits may be, but if you feel like twisting and turning, you do have a legitimate reason for doing so.

In carrying out the objectives of this Association, your President has led a most interesting and active life during the past twelve months—twelve months which have been exceedingly rewarding to me, because they have given me an opportunity to get acquainted with many members of the NCPA in all sections of the State.

I have been greatly impressed with the calibre of the members who go to make up this organization. My respect for you, as a pharmacist, as the operator of a retail pharmacy, as a teacher or person working in another capacity to bring better health to the people of this state, has grown tremendously as I got to know you better.

In trying to compress into a few minutes a report involving the Association's activity over the past twelve months, one must of necessity omit many essential items to keep the report within a reasonable time limit. Fortunately, we have our JOURNAL and bulletin, which, if read regularly, have kept you informed of the progress being made in the state by the pharmacy profession.

Institute of Pharmacy

During our frequent trips to Chapel Hill in connection with Association matters, we observed the steady progress that is being made in improving the facilities of our headquarters building—The Institute of Pharmacy.

Not only is the Institute the home of the NCPA and the State Board of Pharmacy, but the conveniently located and well-equipped auditorium is being utilized by many related health and community-minded groups, such as the Heart Association, Red Cross, Boy Scouts, and the like. You can be proud of your home in Chapel Hill and of the service it is rendering the profession.

The current project—installation of air conditioning—is now being completed. Some funds earmarked for this purpose have accumulated and since the Woman's Auxilliary is assisting with the project, we expect to be able to pay for this long-needed addition to the building, by the time the contractor finishes his work.

A continuing need is to add to our Endowment Fund. Later in the meeting, you will hear from Tom Ham, who has



W. B. GURLEY

something specific in mind to outline to you in regard to increasing our reserves.

Refresher Courses

The post-graduate refresher courses sponsored by the NCPA in cooperation with the School of Pharmacy at Chapel Hill, have been most successful.

Those of you who had the opportunity of attending the Seminar on Modern Pharmaceutical Practice last fall, or the recently completed "Sales Promotion in the Pharmacy" program know how helpful these brush-up courses can be to the pharmacist or his sales clerk.

It is my understanding that not only will these short-term schools be continued but additional ones will be added as the need arises.

Right now a course in "Management" is being planned for your benefit.

North Carolina is one of a few states offering this type of service to its members, which is further evidence your Association is working with you and for you.

Scientific Careers

Pharmacists are sometimes referred to as "The scientists on the corners"—and aptly so—for the pharmacist is the only merchant required by law to have a professional education.

While enrollment in our pharmacy schools has been maintained, there has been an alarming drop in the over-all science training program in the United States. By 1960 it is estimated we will be short 100,000 scientists and engineers. If we are to continue to hold leadership in science and industry, we must encourage more young men and women to enter scientific fields.

As a pharmacist, you are in a particularly favored spot to detect scientific leaning among the young men and women who patronize your pharmacy. Here you have an opportunity to encourage and stimulate further interest, to assist by directing the person to sources of information, scholarships, and the like.

If you do, we are confident you will not only help to assure the future scientific progress of our country, but will, at the same time, assist in providing an adequate

supply of professionally competent pharmacists to staff our pharmacies.

Polio Vaccine

It is encouraging to note larger supplies of polio vaccine are on the way, giving us hope that this crippling disease will soon be conquered.

The recent government release of 8 million doses of the vaccine was the largest monthly release since the program began in April of 1955. While the present shortage will continue, by late this year we believe sufficient vaccine will have been released to administer one shot to a majority of persons in the 1-19 age bracket and to pregnant women.

While producers of the vaccine are doing everything possible to assure maximum supplies, it is well to remember production of the vaccine is a long and involved procedure, taking about 120 days in manufacturing and testing.

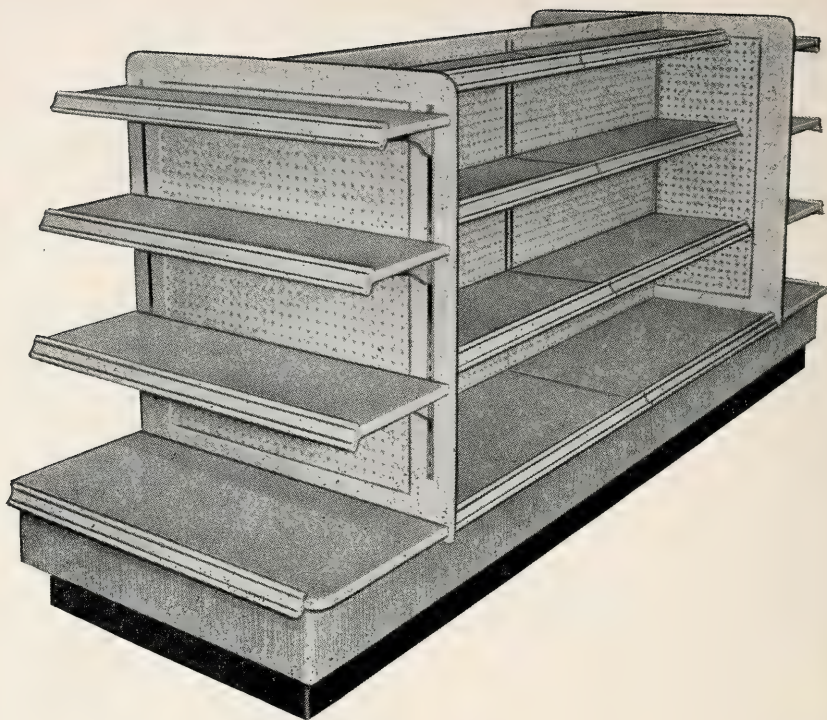
Vitamin Sales

Door-to-door peddlers representing household utensil companies and other firms, are distributing vitamin products in the state under the guise of "nutritional supplements."

While we are not opposed to competition and free enterprise, we do have an obligation, along with members of the medical profession, to see the public gets the right vitamin or vitamin-combination with adequate professional advice.

If you have read or heard some of the sales pitch being used by the peddlers, and compared their units cost with reliable vitamin preparations now available at any corner pharmacy, you know the tactics of the smooth-talking but unqualified peddlers should be publicized. We suggest you publicize the fact that problems which affect the health of the family are problems which **pharmacists** and **physicians**, by reason of training and experience, are best fitted to solve.

To assure the public getting full value for its vitamin dollar, we have a further suggestion: feature only those products manufactured, tested, and distributed by reliable pharmaceutical houses through retail pharmacies.



**GK- 3606 6' long Center Aisle Displayer
AND
3606-E 1'6" long Feature End Displayer**

The center aisle displayer pictured above consists of one 6' long Center Aisle Gondola with two 1' 6" long End Displayers. Each unit is 3' wide and 4' high. The overall length of the complete unit consisting of three pieces is 9'.

In addition to the 14" deep bottom shelf, there are three adjustable shelves on each side equipped with price tag mouldings for 1 $\frac{1}{4}$ " price tags, mounted on recessed standards and adjustable brackets.

This unit offers flexibility in building mass displays.

GRANT E. KEY, INC.

Manufacturers — Distributors

LYNCHBURG

VIRGINIA

New Medicinals

Biggest advance during the past twelve months, in the field of new medicinals, was the introduction of the newly developed tranquilizing drugs, which, although valuable in the treatment of certain neurological and psychiatric diseases, will not "empty our mental hospitals," as has been reported.

As is frequently the case with new developments in the drug field, publicity has given rise to unsubstantiated claims for the tranquilizing drugs, over and above their true usefulness—which as yet have not been fully explored.

Tagged the "don't give a damn pills" by some headline writers, one imaginative writer warned about an enemy power using tranquilizers to "drop into the water supplies of our major cities and then march triumphantly through our streets and conquer us while we sit in a rocking chair."

Although the miracle drugs are somewhat less than **miracle** at times, the pharmaceutical industry of this country has done a magnificent job in bringing life-saving and life-extending drugs to the people of our country. Like the currently favored tranquilizers, in the months ahead you can expect to see still further additions to the list of new and improved medicinals—drugs, which you, as pharmacists, will make available as soon as they are released by the manufacturers.

More Knowledge Required

Despite the fact that you spend less time in compounding than was formerly the case, you must have a greater technical knowledge of drugs and their uses.

To begin with—you work with more potent drugs and more of them. In 1955, the number of new drug specialties and dosage forms introduced by the pharmaceutical industry average better than one a day.

And increasingly you have become a pharmaceutical consultant to the medical profession, the average physician not having time to assemble and digest the mass of drug literature which hits his desk each day.

In addition to this, the public expects more of you today. Never before in our history has the public been so health con-

scious, with all our major means of communication featuring health articles. The pharmacist is unique in the health field in that he contacts persons both when they are **well** and when they are **ill**. Because of this you are able to serve as a source of information for improved community health.

Your Association has been working on the solution to the problem of utilizing the great volume of information which is supplied to us by the pharmaceutical manufacturers, and we think we have at least a partial answer. Later in the meeting, Mr. Lovett of Liberty, will tell you about the work of his committee and its suggested solution to this problem.

Trading Stamps

Twice in recent years this Association has gone on record in opposition to trading stamps; hence we believe the Association's stand on this matter is generally known. Not only is the practice of giving stamps with fair-traded merchandise a violation of our state fair trade law, but it is uneconomic as well.

We call this matter to your attention as in certain areas of the state stamp companies have intensified their efforts to sign up members of this Association.

Recently your Association was asked for official endorsement of one stamp plan—by a certain firm. As was expected, we not only refused to endorse the plan but used the opportunity to state our case.

It was interesting to learn this particular plan was being promoted by a grocery chain who had a substantial interest in the printing company turning out the stamps. In other words, pharmacy proprietors and others of the state were being asked to help subsidize the grocery chain's stamp bill, as well as strengthen its drive for a greater share of the drug market.

Unfortunately, some pharmacy proprietors have succumbed to this seemingly easy method of upping sales, not realizing the costs involved nor that they are weakening our fair trade act.

Recognition

For a number of years your Association has been developing a program designed to give proper recognition to its members for

LOOK

**WANT TO SAVE MONEY? . . .
—THEN YOU CAN'T AFFORD TO
OVERLOOK THIS**

A complete drug store including fixtures, fountain—Enough for a store up to 27 ft. wide by 55 ft. long delivered and installed anywhere in North or South Carolina for

ONLY \$4,195⁰⁰

Plus State Tax

Plumbing and electric wiring not included in this price.

Write today for full information

Berryhill Fountain Sales Co.

P. O. Box 3251—Phone Edison 2-8945

Charlotte 3, N. C.

Designers—Manufacturers—Distributors

OF

**Stylemaster Streamline Drug Store Fixtures—
Stanley Knight Soda Fountain and Lunch-
eonette Equipment**

outstanding contributions, not only to the profession, but to the member's community, as well.

Our initial program, inaugurated in 1948, was the "Pharmacist of the Year" event with which you are familiar. Three years ago the "Hall of Fame in Pharmacy" program was started; two years ago the NCPA started awarding "meritorius certificates" to members who rendered any service to the advancement of public health and welfare.

Last year the N. C. Academy of Pharmacy was organized—with about 100 members enrolled to date. It is anticipated a few members will this year accumulate the necessary 10,000 points required for formal induction into The Academy.

A brand new program got underway yesterday when "50 Plus" certificates were awarded to 25 pharmacist-members of the Association—members who have been **licensed** to practice pharmacy in the state for a minimum of fifty years.

And later this morning you will hear from Mr. Wooldard of Henderson, who has a proposal for a further procedure for recognizing the constructive efforts of the members.

Recommendations

Each year the outgoing president is asked to make recommendations, based on the experience he has gained after a year in office. I have the following to offer:

1. That the NCPA continue its efforts toward securing a larger school of pharmacy building at Chapel Hill, in order that more—properly qualified—students may be admitted.
2. That the NCPA continue its support of the Institute of Pharmacy until the building is properly equipped and endowed.
3. That the scope of the refresher schools sponsored by the NCPA in cooperation with the School of Pharmacy be broadened so that more members, and employees of members, be given an opportunity to benefit from this type of training.
4. That the NCPA set up special committees in the medical districts of the state to work with similar committees from the medical societies so that a

mutual understanding of each profession's problems may be developed and differences resolved.

Appreciation

I wish to express my appreciation to my fellow officers, committee members—to the office staff at Chapel Hill—and to all who had a part in operating the Association during my term of office.

In behalf of the entire membership of the Association, I wish to thank Mr. & Mrs. W. J. Smith for their most valuable services.

You really have to be an officer of the Association and a member of the Executive Committee to know just how much these two people have contributed to the welfare and prestige of Pharmacy in North Carolina.

As for myself, I wish to thank them from the bottom of my heart for their excellent advice and friendly, cooperative assistance during these years. It has been wonderful working with them.

In particular, my praise goes to the members of the Woman's Auxiliary, whose aggressive program adds greatly to the successful working of the NCPA—and to the members of the Traveling Men's Auxiliary, whose support during the year is climaxed with the annual convention entertainment.

It has been a real honor to serve you, and, although I will shortly turn over the duties of this office to my successor, I do not plan to go on the shelf. Let me assure you of my continued interest and willingness to serve in the years ahead.

It has been a great experience, made enjoyable by the friendship, support and loyalty of all of you. For these things I am truly grateful.

At the conclusion of the address a committee consisting of W. S. Wolfe, chairman; Jesse M. Pike and Sam W. McFalls was appointed by Mr. Tyson to consider the various recommendations advocated by President Gurley and to report their findings at the last session of the convention.

Mr. David R. Davis, President of the Northeastern Carolina Drug Club, announced the Club, as a tribute to President Gurley, had arranged to install two mahogany

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chests in the lobby of the Institute of Pharmacy at Chapel Hill.

(A picture of President Gurley standing beside one of the chests appeared on the June, 1956 cover page of the CAROLINA JOURNAL OF PHARMACY).

A Suggested Public Relations Program

President Gurley resumed the chair, and a paper entitled "A Suggested Public Relations Program," prepared by E. W. Woolard of Henderson, who was unable to be present, was read by Secretary Smith. This paper appeared in the October, 1956 issue of the CAROLINA JOURNAL OF PHARMACY.

At the conclusion of the paper, the convention voted to recommend that the incoming president appoint a special committee to consider the suggestions as advocated by Mr. Woolard.

The opening session was adjourned at 12:15 p.m.

SECOND SESSION

Mrs. C. H. Smith, a member of the Woman's Auxiliary, and Public Relations chairman for the Crittenton Home in Charlotte, described the work of the Home so that the pharmacists, in turn, would be able to pass along information if asked for advice concerning problems which the Crittenton Home help in solving.

Mrs. Smith said that the purpose of the home was to shelter and care for the unmarried mother and her child; to give friendship and guidance to the mother during this trying period; to enable the mother to make the best possible adjustment for both herself and her child when they are ready to leave the Home.

N. C. Board of Pharmacy

Next, the annual report of the N. C. Board of Pharmacy was presented by the secretary-treasurer, Mr. H. C. McAllister. This report appears elsewhere in this issue.

At the conclusion of the report, Mr. McAllister introduced the Board's attorney, Mr. J. Ruffin Bailey of Raleigh, who discussed the obligations and responsibilities of the pharmacist.

Wade A. Gilliam, a member of the State Board of Pharmacy for ten years during which time he served as president of the Board for several years, was awarded a certificate by the Board in appreciation of his services. The presentation was made by H. C. McAllister, secretary-treasurer of the Board.

Mr. Gurley: "Yesterday most of you had the pleasure of seeing and studying the exhibit of the Parke, Davis Historical Pharmacy paintings. Before we hear from our speaker, Mr. Richard T. Sanner of the Parke, Davis Co., we would like to express our appreciation to him and to his company for bringing us this most valuable showing. Not only did it furnish us with a magnificent afternoon and evening, but it also enabled us to show off to the public the background and history of our profession. It is now my pleasure to present Mr. Richard T. Sanner, assistant manager of the Professional Relations Department of Parke, Davis & Co."

"Confusion Carefully Compounded"

In his address, "Confusion Carefully Compounded," Mr. Sanner said, "We have carefully compounded confusion—confusion within our ranks—and confusion in the minds of the public. We have failed to define or live up to our objectives. We have deliberately diluted the traditional identity of the retail drug store and, in many instances, we have not justified our essential character as a public service."

At the conclusion of his address, Mr. Sanner outlined his own concept of the objectives of Pharmacy and the basis for a coherent public relations program. He listed ten objectives to follow—these objectives appear on Page 373 of the September, 1956 issue of the CAROLINA JOURNAL OF PHARMACY.

"Prescribing by Dentists"

President Gurley: "Our next speaker, one of the newer members of the staff at the School of Pharmacy of the University of North Carolina, is a native of Warsaw, N. C., and an alumnus of UNC, Dr. Ben F. Cooper. He will speak on 'Prescribing by Dentists.'"

Dr. Cooper's paper was published in the

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Penicillin G Potassium Tablets—Buffered—Flavored

	50,000 Units	100,000 Units	200,000 Units	250,000 Units
Box of 12.....	\$0.33	\$0.60	\$0.94	\$1.22 ea.
72 boxes of 12.....	0.30	0.56	0.89	1.17 ea.
144 boxes of 12.....	0.27	0.52	0.83	1.11 ea.
Bottle of 100.....	1.80	3.00	6.00	7.50 ea.
12 bottles of 100.....	1.70	2.78	5.67	7.22 ea.
24 bottles of 100.....	1.56	2.61	5.44	7.00 ea.

Penicillin G Potassium Tablets—Soluble—Effervescent

	50,000 Units	100,000 Units	200,000 Units	250,000 Units
Bottle of 100.....	\$2.33	\$3.78	\$6.78	\$8.00 ea.
12 bottles of 100.....	2.22	3.67	6.44	7.66 ea.
24 bottles of 100.....	2.11	3.56	6.11	7.33 ea.

DISCOUNT—10% on orders of \$20.00 or more.

PREPAID—On orders of \$40.00 or more.

MAYRAND INCORPORATED

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Ethical Pharmaceuticals

North Carolina

June, 1956 issue of the CAROLINA JOURNAL OF PHARMACY.

Committee on Papers and Queries

The report of the Committee on Papers and Queries under the title "Uniform Prescription Product Information Cards" was presented by Mr. Herbert Lovett of Liberty.

Mr. Lovett described the results of a survey conducted in the state on a proposal of supplying new prescription specialty product information on uniform 5 x 8-inch cards.

Nine hundred ninety-three questionnaires on the proposal were mailed to members. Of these, 471 were completed and returned. Of this number 413, or 90%, favored the uniform 5 x 8-inch card; 21 members suggested a smaller 3 x 5-inch card; 20 members stated present information as supplied by manufacturers was adequate to meet their needs.

Due to the almost unanimous support accorded this proposal, Mr. Lovett stated that further work would be done on the project, particularly in selling pharmaceutical manufacturers on the desirability of supplying their product information on the standardized 5 x 8-inch cards.

MD-Owned Pharmacies

Next, the report of the Committee on MD-Owned Pharmacies was presented by the chairman of the committee, Edwin R. Fuller of Salisbury. This report appeared in the October issue of the CAROLINA JOURNAL OF PHARMACY.

At the conclusion of Mr. Fuller's report, the meeting was adjourned.

THIRD SESSION

President Gurley: "Before going into the program this morning, we will consider some business brought forward from the 1955 convention. At that time we considered a change in the Constitution and By-Laws of the N.C.P.A. Mr. Latham West was presiding last year when the action was initiated. I shall ask him to read the proposed change at this time."

Mr. West's comments dealt with the revision of the Association's Constitution and

By-Laws pertaining to the addition of the third vice-president to the Executive Committee.

A motion to that effect having been introduced at the 1955 Annual Session of the N.C.P.A., and having been carried over for one year, Mr. West's second was duly entered and approved on voice vote of the delegates present. The secretary was instructed to make the necessary revisions in the Constitution and By-Laws of the Association to qualify the third vice-president of the N.C.P.A. as a member of the Association's Executive Committee.

The report of the Association's Secretary-treasurer was read by W. J. Smith.

Report of the Secretary-Treasurer

Mr. President, Members of the Association, Ladies and Gentlemen:

Someone has said a secretary is a person who keeps the minutes and wastes the hours. Since in this instance we are serving in the dual capacity of treasurer, we hope your thoughts are not extended to the treasurer as being a person who saves the pennies but wastes the hours.

This is the 16th report I have been privileged to make to this Association. We have come a long way since 1940 in terms of membership, assets of one kind and another; of programs inaugurated and completed.

We have made progress but much still remains to be done. Of immediate interest is our drive for a larger pharmacy building at Chapel Hill, the need of enlarging the Association's professional and sales training schools, increasing the Association's endowment fund, and of bringing more young pharmacists into the membership.

Some of these subjects have already been discussed by speakers at this convention and others will be considered before final adjournment. We would like to emphasize we are looking ahead, trying to chart a course which will enable your Association to provide those services which you expect and are entitled to as a member of the organization.

The financial records of The Association

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and detail calls to make this
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Cash in now . . . order adequate stocks before the big \mathbb{R} demand gets under way.

Supplied	Product No.	Price to Pharmacy	Suggested Retail Price
250 mg. capsules (83 mg. oleandomycin, 167 mg. tetracycline), bottles of 16	4453	\$ 5.10	\$ 8.50
250 mg. capsules (83 mg. oleandomycin, 167 mg. tetracycline), bottles of 100	4455	30.60	51.00

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Supplied	Product No.	Price to Pharmacy	Suggested Retail Price
250 mg. capsules, bottles of 16	4243	\$5.10	\$8.50

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PFIZER LABORATORIES, Division, Chas. Pfizer & Co., Inc., Brooklyn 6, N. Y.

for 1955 were audited by Ricca and Nelson of Durham, Certified Public Accountants.

The audit, which will appear in detail in the 1956 Year Book, shows total assets, as of December 31, 1955, of \$110,363.15; liabilities of \$4,408.58; net worth at end of the year, \$105,954.57.

Total income for the year amounted to \$36,166.53; total expenses, including \$2,577 depreciation on building and equipment, of \$33,664.20. Net income from the year's operation of \$2,502 was considered satisfactory since the Association was faced with considerable additional expense during the legislative year of 1955.

Our auditor lists the net book value of The Institute building and equipment at \$82,689.95, however, he recommends that the building and equipment be appraised by a competent person as the actual value is far in excess of the listed figure. The appraisal would be of value for insurance purposes as well as providing more accurate information as to replacement value of the property owned by members of this Association.

Included in the assets of the Association is \$12,500 in building and loan stock and \$5,511 invested in two insurance companies—State Capital Life of Raleigh and The American Druggists Fire Insurance Company.

On the ADFI stock we are getting a 6% return and the market value of the stock has increased about a thousand dollars over what was paid for it.

The State Capital Life had a 2 for 1 stock split early this year, hence the 15 shares purchased in 1955 have now doubled to 30. Value of the stock is steadily decreasing.

Basic purpose of these investments is to strengthen the Association's endowment fund, with the thought in mind that it is wise to prepare for the future.

Some of the building and loan investments were earmarked for air conditioning of the Institute. By utilizing current contributions plus the assistance of The Woman's Auxiliary, who are supporting the air conditioning project, we believe the expense of cooling the Institute can be taken

care of without having to touch our investments.

The total expense will be about \$4,000. This includes a 10-ton GE unit, a water tower, all necessary electrical, plumbing and duct work, plus extensive insulation in the attic of the Institute.

For the first time since the Institute was opened, the building will be comfortable during the hot summer months. We know this will be welcome news to the candidates taking the Board of Pharmacy exam in June, particularly if the outside weather at that time is in the high nineties.

Contributions

General and specific contributions to The Association and the Institute average about \$300 a month. These funds enable us to engage in some activities and projects which otherwise would not be possible.

For instance, during 1955, completion of the basement of the Institute was financed solely from funds contributed by members of the NCPA and others interested in furthering the progress of Pharmacy in North Carolina.

Since the list of contributors is an extensive one, we will not attempt to name them. However, we would like to pay tribute to the members of The Woman's Auxiliary, who have been consistent supporters of the building project since its inception.

Membership

Last year we reported a total membership of 1165. This year, after deducting members removed from the active roll for non-payment of dues, death or for other reasons, our total increased to 1244, representing a net gain of 79 members.

Distribution of the membership is as follows:

Pharmacist Members.....	951
Associate Members.....	71
Life Members.....	41
Honorary Members.....	6
Student Branch Members.....	175

While our membership gains have been steady, there are many pharmacists in the state who for various reasons are not associated with us.

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A YEAR...**



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Since 1910**

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Most of the pharmacists who receive their training at Chapel Hill do join the NCPA, but this is not true of the majority of pharmacists coming to us from other states, who, incidentally, represent almost 50% of the pharmacists now being licensed in North Carolina.

Carolina Journal of Pharmacy

In connection with **The Carolina Journal of Pharmacy**, it is interesting to note a four-fold increase in advertising revenue between the first volume (1940-'41) with which your secretary was responsible and the volume published in 1955. In 1940-'41, the advertising revenue was less than \$2,000. Last year, it exceeded \$8,000.

Of course, cost of publishing and distributing the **Journal** has increased greatly. And, as you are doubtless aware, the number of read pages has been doubled in order to keep you better informed on pharmaceutical matters of interest.

We have some plans in mind which we hope will still further improve the publications, plans which will materialize as successive issues are prepared for the press.

The **Journal** does not rate with the best scientific publications of the country, but when it comes to general reader interest, we believe it stays clear of the wastepaper basket about as long as any of them.

VA Pharmacy Service

One of the major services provided by the NCPA through member stores throughout the state, is the home-town prescription program of the Veterans Administration.

Consistently over the past five years, this program has averaged better than \$50,000 a year. Last year, the exact amount paid to participating members of the NCPA amounted to \$52,612.

Eligible veterans do not have to travel far to have their prescriptions filled under this plan, as we have pharmacists offering the service in Elizabeth City, Southport to Murphy at the extreme western tip of the state.

If you are not familiar with this program, you can secure complete details on request.

Insurance

The Associations' group life-hospitalization plan, which is operated under a trust agreement with State Capital Life, functioned smoothly during the year.

Although eighty percent of the stores participating had one or more employees in the hospital during the year, and we had two death losses during the year, the monthly premium was decreased due to overall favorable experience.

Later on Mr. Harrison will include more specific details about this insurance as a part of his presentation—Employee Incentive-Compensation Plans.

We particularly regretted the action of The Inter-Ocean Insurance Company in cancelling the agreement between the Company and the NCPA whereby members of this Association were able to buy loss-of-time insurance at favorable rates. Reason given by the Company was that for some years losses exceeded premiums.

The Association is not now endorsing any policy in this field, leaving it to individual members to secure health and accident coverage from whatever source they deem best. This non-endorsement of time-loss insurance is not to be confused with our life-hospital plan, with which we are pleased.

President Gurley has already discussed with you some of the projects and some of the problems which we faced during 1955. And, as this annual meeting proceeds, other phases of the Association's various projects will be covered by committee chairmen.

While we are not dismissing the past, what we are interested in is the future. Where do we go from here?

One responsible firm has estimated that by 1980 half your dollar sales will be in prescriptions and related health items. That, in part, would indicate that the professional side of retail pharmacy is coming more and more to the forefront, and that the Association should keep this in mind in its program planning.

But that does not mean the commercial side will be neglected, as 1980 is a long way off and there may be some lean years in between. We see nothing wrong in paying

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Capudine advertisements have been emphasizing this for over 50 years—always promoting the sale of Capudine only through Drug Stores.

We take this opportunity to thank the Druggists of North Carolina for their co-operation in the sale of millions of bottles of Capudine during the past half century, without a complaint from a consumer.

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CAPUDINE CHEMICAL COMPANY
Raleigh, North Carolina

THANKS

to the druggists of North Carolina for the kind attention you have given to our salesmen and our product during the past year.



GOODY'S MANUFACTURING CORP., WINSTON-SALEM, N. C.

the rent with profits from camera sales and the like, but we do stop short of some items you see displayed here and there by retail pharmacies.

We think we have a partial answer to the future by providing you with better trained personnel. The sales schools and professional seminars being carried on by the NCPA in cooperation with the School of Pharmacy have been set up with that in mind.

And, to broaden the effectiveness of the programs, we propose to schedule these schools in various sections of the state—in any area where there is sufficient interest to justify the time and effort.

Whatever the future has to offer, your Association will do its best to justify your continued interest and support.

Before concluding, we want to recognize the faithful performance of President Gurley. It has been an honor to have been associated with such a fine gentleman, to have had the privilege of working with him as he went about fulfilling the duties of his office. Not once did he fail you. To Bill, a request was a command to heed. Hurricanes or hail, snow storms or sleet did not stop him.

Knowing Bill as I do, it was with a great deal of satisfaction to see him honored this past Sunday by **The Raleigh News & Observer** as the "Tar Heel of the Week."

To Bill, to the executive committee, to all the regular and special committees, to all members of the Association and its auxiliaries, my grateful thanks for your cooperation, support and understanding.

RICCA AND NELSON

CERTIFIED PUBLIC ACCOUNTANTS

111 Corecoran Street Building

Durham, North Carolina

May 3, 1956

Mr. W. J. Smith, Secretary-Treasurer
North Carolina Pharmaceutical Association
Chapel Hill, North Carolina
Dear Sir:

We have examined the statement of Assets and Liabilities of the North Carolina Pharmaceutical Association as of December 31, 1955 and the Statement of Income and Expenses for the year then ended. We did not make a detailed audit of the transactions, but examined or tested accounting records together with other supporting records by methods and to the extent we deemed necessary.

In our opinion, the accompanying statement of assets and liabilities and the related statement of income and expenses present fairly the financial position of the North Carolina Pharmaceutical Association at December 31, 1955, and the results of its operations for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Respectfully submitted,

RICCA AND NELSON

FRANK D. NELSON

Certified Public Accountant

**NORTH CAROLINA PHARMACEUTICAL ASSOCIATION
CHAPEL HILL, NORTH CAROLINA**

STATEMENT OF ASSETS AND LIABILITIES

AS AT DECEMBER 31, 1955

ASSETS

Current Assets:

Cash on Deposit.....	\$ 3,297.14	
Petty Cash.....	75.00	
Accounts Receivable.....	5,045.90	
Investments—Building and Loan Stock.....	12,500.00	
<i>Total Current Assets.....</i>		\$20,918.04

Fixed Assets:

	COST	RESERVE	NET BOOK VALUE
Land	\$12,074.95	\$ -0-	\$12,074.95
Office Equipment.....	3,276.13	1,478.10	1,798.03
Bulding Equip., and Fixtures..	9,216.98	3,248.82	5,968.16
Building	68,718.87	5,870.06	62,848.81
<i>Total Fixed Assets</i>	\$93,286.93	\$10,596.98	\$82,689.95

Other Assets:

Prepaid Insurance.....	\$ 231.66	
Loans to Pharmacy Students.....	1,012.50	
Investments—At Cost.....	5,511.00	
<i>Total Other Assets.....</i>		\$ 6,755.16
		\$110,363.15

LIABILITIES

Current Liabilities:

Accounts Payable.....	\$4,328.58	
Prepaid Dues.....	80.00	
<i>Total Current Liabilities.....</i>		\$4,408.58

NET WORTH

Balance—January 1, 1955.....	\$103,452.24	
Add: Net Income Per Exhibit "B".....	2,502.33	
<i>Balance—December 31, 1955</i>		\$105,954.57
		\$110,363.15



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Double Kay
NUT SHOP
DEPARTMENT ® **KK**

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Chicago 18, Illinois

**NORTH CAROLINA PHARMACEUTICAL ASSOCIATION
CHAPEL HILL, NORTH CAROLINA**

STATEMENT OF INCOME AND EXPENSES

FOR THE YEAR ENDING DECEMBER 31, 1955

Income:

Dues—Year 1955.....	\$11,762.00	
Dues—Year 1954.....	124.00	
Dues—New Members.....	946.00	
Dues—Student Members.....	176.00	\$13,008.00
Sales of Advertising.....		\$ 8,135.48
Service Allowance—Veterans Administration.....		5,261.28
Contributions		3,431.75
Convention Revenue.....		3,102.07
Dividends Earned.....		579.00
Receipts—Mailing Service.....		375.00
Sale—Fair Trade Books.....		119.00
Sale—Supplies		340.30
Subscriptions to JOURNAL OF PHARMACY.....		153.50
Institute Maintenance.....		655.00
N.C.P.A. Insurance Trust.....		341.08
School Registrations.....		563.00
Other Income.....		102.07
<i>Total Income</i>		<u>\$36,166.53</u>

Expenses:

Salaries—Officers	\$ 7,000.00
Salaries—Other	5,511.30
Allowance—Officers	275.00
Printing—JOURNAL OF PHARMACY.....	5,024.37
Miscellaneous Expenses.....	85.01
Legal and Audit.....	1,770.00
Bank Service Charges.....	68.02
Convention Expenses.....	2,544.47
Postage	1,316.45
Office Supplies and Expenses	2,229.22
Telephone and Telegraph.....	327.64
Insurance	1,132.31
Public Relations Expense.....	576.57
Dues and Subscriptions.....	275.50
Awards	370.52
Payroll Taxes.....	194.11
Building Supplies and Maintenance.....	680.82
Heat, Lights, Power and Water.....	604.40
Travel and Entertainment.....	573.66
School Expenses.....	527.34
Depreciation	2,577.49
<i>Total Expenses</i>	<u>\$33,664.20</u>
NET INCOME—TO EXHIBIT "A".....	<u>\$ 2,502.33</u>



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Special Committee

In the absence of Mr. T. J. Ham, Jr., of Yanceyville, chairman of the Institute of Pharmacy Building Committee, a special report on a proposed program of endowing the Institute, was read by W. J. Smith. The Committee, briefly, proposes that interested members of the Association assist in endowing the Institute by earmarking life insurance to be paid to the Institute upon their deaths. The Institute, through a Memorials Committee, agrees to perpetuate the memory of cooperating donors by placing bronze memorial tablets to them in the Institute of Pharmacy. Details of the proposal will be supplied direct to all members of the Association.

A report of the activities of the School of Pharmacy of the University was given by E. A. Brecht, Dean.

Report of the U. N. C. School of Pharmacy

DEAN E. A. BRECHT

President Gurley, members of the North Carolina Pharmaceutical Association and guests:

If this report on the school year of 1955-1956 were to be given in one sentence it could be summarized as follows: The School of Pharmacy has enjoyed its best year of continued progress and accomplishment.

Enrollment continued at the full capacity of the physical facilities of the pharmacy building.

	Men	Women	Total
First Year	57	6	63
Second Year	57	7	64
Third Year	48	6	54
Fourth Year	32	6	38
Special	1	1	2
	195	26	221
Graduate	9	2	11
Totals	204	28	232

Due to limitations in the physical facilities undergraduate admissions were limited to residents of North Carolina and the admission of women was limited to ten per cent of the total. Only forty per cent of

the applicants could be admitted to the school.

Each applicant came to Chapel Hill for an interview and for the college aptitude test before acceptance. A three-year study has proved the merit of these requirements over the previous policy of basing admissions primarily on high school scholarship. This procedure resulted in a 41 per cent improvement in the aptitude average of the first year class and was reflected in a similar increase in scholarship success.

This year the Consolidated University of North Carolina established a pre-testing program in high schools on a trial basis which became compulsory next year. The School of Pharmacy will share in the advantage of this extended testing, and it may be possible to eliminate the necessity of an interview at Chapel Hill for most applicants.

In the Fall Semester 48 students earned places on the honor roll and dean's list with scholarship averages better than 90.00 per cent.

The record of our students in competition beyond the walls of Howell Hall has been impressive.

The Lunsford Richardson Pharmacy Award in the Southeastern quadrant of the United States and valued at \$1,000 cash to the student and the same amount to the school has been won both years by our students: Kenneth L. Hoy, graduate student, in 1955 and Roger H. Sloop, fourth-year student, this year. Mr. Sloop is from North Wilkesboro and related to the Brame family, well known in North Carolina pharmacy.

Claude Piantadosi, graduate student majoring in pharmacy, was the winner of the William Chambers Coker Award for the best student paper based on research at the University of North Carolina.

Donald J. Miller, third-year student from Raleigh, was elected chairman of the Student Branches of the American Pharmaceutical Association at the national convention in Detroit. In addition he was tapped for the Order of the Holy Grail and elected treasurer of the University senior class and president of the pharmacy student body.

Sara Alice Jackson, fourth-year student from Lumberton, served as chief counselor



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THE SOUTH'S MOST
MODERN AND COMPLETE
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NEW MERCHANDISE!

NEW DISPLAYS!

DOOR PRIZES GALORE!

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Spartanburg, S. C.

for all new women students to the University in 1955 and as vice-chairman for the Carolina Symposium on Public Affairs.

Samuel H. Price, Jr., of Mooresville, Class of 1952, was selected by **Look Magazine** for a feature on the role of a young pharmacist in his community.

These honors and distinctions testify the quality of our students and their school.

The faculty was increased by one full-time teacher by the appointment of Ben F. Cooper, Warsaw, N. C., as lecturer in pharmacy to teach the dispensing courses. F. C. Hammerness was promoted to lecturer in pharmacy administration and continued the teaching of courses in principles of accounting, pharmacy management, commercial pharmacy, and pharmaceutical jurisprudence.

The faculty and students produced four successful television programs telecast from WUNC-TV, Channel 4 which reaches two-thirds of North Carolina. "Tomorrow's Drugs" was a one-hour program broadcast from the ground floor of the pharmacy building showing research at the school. "There Can Be No Mistake" was a one-hour program broadcast from the undergraduate laboratories to show what a pharmacy student studies and why. Two half-hour broadcasts were produced in the studio especially intended for high school students: "Careers in Pharmacy" and "Density and Specific Gravity." Recording of the first three programs were obtained with funds from the North Carolina Pharmaceutical Research Foundation. These 16 mm. sound films are available on loan to drug clubs and civic organizations. It is impossible to over-estimate the public relations value from these opportunities for taking pharmacy into the homes of North Carolina.

The pharmacy library continued its record for excellence in reference resources under the direction of Miss Alice Noble, librarian and archivist. An increase of \$500 in the budget from the University along with the continued supplement to the same amount from the North Carolina Pharmaceutical Research Foundation enabled the procurement of rich resources of rare books and new serials.

New equipment included a Troemner pre-

scription balance, a low capacity, quick reading Shadowgraph scale for weighing individual dosage units, a Scotsman ice machine, a central water cooler for the drinking fountains, a St. Louis turbidimeter, and a high frequency titrimeter.

The loyalty and financial support by pharmacists and friends of the school continued at a prideful level. The most important aid came in the form of undergraduate scholarships for worthy students. As costs of education have increased there has been increased financial need by students to the extent that a scholarship frequently means that difference in the student's ability to continue his education. Greatest appreciation is expressed here to the wholesale manufacturers, the B. C. Remedy Company, and the Women's Auxiliary and local auxiliaries for a total of \$5,600 for 26 scholarships, including three from the North Carolina Pharmaceutical Research Foundation.

Private gifts to the school included a handsome world globe for the library from the Greensboro Drug Club Auxiliary, "Methods of Enzymology," 4 volumes as a memorial to the late J. G. Abernathy of Elkin from the medical staff of the Hugh Chatham Memorial Hospital, a Colormaster screen from a fund contributed by the Charlotte Women's Druggist Auxiliary, and a number of continued journal subscriptions from I. T. Reamer of Durham, Kappa Epsilon, Kappa Psi, and Phi Delta Chi. Mr. Rowe B. Campbell of Taylorsville continued a generous annual gift for special needs.

The North Carolina Pharmaceutical Research Foundation disbursed \$6,675 for use in the school for research fellowships, research supplies, special library materials, and undergraduate scholarships. This financial aid through a period of nine years has made the difference between a good school and an outstanding one. The support of pharmacists to the foundation is urged and appreciated by us at the school.

A. W. Jowdy graduated in August of 1955 with the degree of Doctor of Philosophy to become the eleventh major in pharmacy or pharmaceutical chemistry to gain this highest academic degree. This June, four more graduate students will receive the doctorate degree: Ben F. Cooper, F. C.

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Hammerness, Robert W. Meschke, and Claude Piantadosi. It is probable that four more will complete the work for the degree before August.

The members of the faculty and staff took every opportunity to cooperate with other segments of pharmacy in the state. In the postgraduate courses sponsored by the N.C.-P.A. five faculty members took part in the Professional Seminar in November, and F. C. Hammerness presented two papers at the Sales School in February. F. C. Hammerness and E. A. Brecht visited the drug clubs of Winston-Salem and Alamance County and showed kinescopes of the pharmacy school television program "Tomorrow's Drugs." Ben F. Cooper spoke on "Prescribing by Dentists" at meetings of the Davidson County Dental Society and dental staff of Rex Hospital in Raleigh. H. O. Thompson addressed the nurses of the Durham City and County Board of Health on "Tranquilizers and Euphorants."

The school enjoyed two official visits from this Association: Mrs. W. P. Brewer, President of the Women's Auxiliary, spent a day at the school in October, and the Visitation Committee of the N.C.P.A. made its annual visit in April and will report at this Convention.

Three resolutions concerning the School of Pharmacy were adopted a year ago by the North Carolina Pharmaceutical Association at its convention in Greensboro. A detailed report on them was submitted by the faculty to the Executive Committee of the Association in August. The following is a brief summary of the report: 1) The establishment of a pharmacy extension service was explored with the faculty, this Association, the Board of Pharmacy, the N. C. Pharmaceutical Research Foundation, and the Extension Division of the University of North Carolina. It was agreed to establish the program on a part-time rapidly increasing basis until an adequate budget could be obtained for a full-scale program. This budget is included for the School of Pharmacy in its request for the 1957-1959 biennium and has passed first consideration. 2) The use of adjunct facilities at the University to increase the enrollment of pharmacy students was re-explored in de-

tail. The absence of space, the absence of funds for additional faculty and facilities, and the certain deterioration of educational achievement were compelling against any make-shift enlargement. 3) The appointment of a special committee to advise on the five year curriculum was welcomed by the faculty. The committee completed its report in December and this helpful information will be given careful consideration by the faculty. It is planned that an optional five year curriculum for the Bachelor of Science in Pharmacy will be available in 1957, but it will not become compulsory until 1960.

Last in this report and most important is the increasing urgency for a larger building for the School of Pharmacy to enable the enrollment of twice as many students to meet the professional need in this state. This need, along with funds to remodel Howell Hall for the School of Journalism, has first priority in capital improvements for the University of North Carolina at Chapel Hill. A request will be submitted to the General Assembly in 1957 as follows:

Pharmacy building, 71,875 sq. ft.	\$1,265,000
Equipment	300,000
Utility Connections	5,000
Grounds Improvement	5,000
Total	\$1,575,000

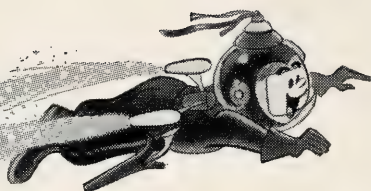
The excellent work of pharmacists in informing members of the General Assembly of the need for a larger building for the School of Pharmacy has been cumulative. With its continuation this year there is every reason to expect success in 1957.

At the conclusion of Dean Brecht's report, Mr. Roger A. McDuffie of Greensboro, president of the N. C. Pharmaceutical Research Foundation, was introduced. His report follows:

The North Carolina Pharmaceutical Research Foundation, Inc.

ROGER A. McDUFFIE, *President*

President Gurley, ladies and gentlemen: The ninth year of activity by the North Carolina Pharmaceutical Research Founda-



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Hydrochloride	0.5 mg.
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tion was marked by continued success in its purpose to promote pharmaceutical education and research at the School of Pharmacy of the University of North Carolina and in the State.

The North Carolina Pharmaceutical Association, in its annual election, re-elected two directors: D. L. Boone of Durham and W. Moss Salley, Sr. of Asheville, and elected two new directors: W. R. McDonald, Jr. of Hickory and W. A. Ward of Swannanoa. The Board of Directors re-elected A. N. Martin of Roanoke Rapids and H. Smith Richardson of New York. There was great sorrow that the death of Mr. McDonald prevented him from attending his first meeting of the Board. John T. Stevenson of Elizabeth City was elected by the directors to complete the four-year directorship.

During the school year \$6,675 was disbursed to the University for use in the School of Pharmacy for research fellowships, research supplies, special library materials, and undergraduate scholarships. This amount included two industrial fellowships: one from the Vick Chemical Company to Earl Brown and one from the Wm. S. Merrell Company to Nicholas Batuyios. It also included the first Lunsford Richardson Memorial Fellowship from the Richardson Foundation for a foreign student and was granted to Miss Corazon Ramirez from the Philippine Islands. It should be noted that undergraduate scholarships, three in number at \$225 each, were granted for the first time by the foundation. This action was taken on the basis of increased financial need by worthy pharmacy students.

Operating expenses were kept at a minimum and totaled only \$819.42.

Receipts for the year included the three fellowship grants totaling \$5,300, a \$200 retainer fee from Sharp & Dohme on Dr. Hartung's patent, \$54.25 from the continued sale of Dr. Semeniuk's book, \$4,851.69 in income from investments, and \$17,213 from 97 personal contributions for a grand total of \$27,618.94.

In nine years the foundation has received funds to a grand total of \$196,000, of which \$55,000 has been disbursed to the University for the School of Pharmacy and

\$7,000 has been needed for operating expenses leaving funds representing a net worth today of \$134,000. As required by law these funds are invested conservatively in government bonds, building and loan associations, and preferred stocks. The only common stocks have been direct gifts, and these are advantageous in yielding higher rates of return.

We pharmacists can be proud of our foundation and its record. There has been an excellent balance between expenditures for a going program of education and research and permanent growth. Furthermore, the high ratio of expenditures for constructive program to operating costs has been most pleasing.

We are assured by the pharmacy faculty that the foundation's help has been indispensable in the growth of the graduate program at the School of Pharmacy and that this program has enabled improvement in the undergraduate program of study. At the same time the profession has reached new heights of favorable recognition in the public press. This type of public relations is earned; it cannot be purchased directly.

An analysis of the contributions show that a much larger number of pharmacists should take advantage of this opportunity to join in a successful project for the profession. More pharmacists should join the recent graduates of the school who sign loyalty pledges to give ten dollars per year for ten years. These pledges have been kept and account in good measure for the number of personal contributions.

There are other opportunities of merit. First, there has been a continued use of an idea first reported last year on assigning stock dividends to the foundation. This procedure gives stocks of good yield and avoids the capital gains tax. Second, memorial contributions are sent to the foundation in place of flowers for the funerals and colleagues. This type of gift was made spontaneously this year, and an increased use of this type of gift is justified by the permanent worth of these memorial contributions. Third and finally, there is an excellent opportunity for most of us to include the foundation in our wills to accomplish a worthy purpose and gain

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some tax benefit. The University of North Carolina has organized a general bequest program, and full information may be secured from Secretary Brecht.

Permanent memorial funds have been established to honor the following North Carolinians who were leaders in pharmacy:

J. G. Ballew, J. G. Beard, Robert R. Bellamy, Germain Bernard, Isaac E. Emerson, Frank W. Hancock, E. V. Howell, M. L. Jacobs, I. W. Rose, William Simpson.

During the year memorial contributions were received to the memory of:

L. A. Thomas, Greensboro

John A. Mitchener, Sr., Edenton

George W. Montague, Durham

This year marks the tenth year of foundation activity. A committee has been appointed to plan a general meeting at Chapel Hill for the pharmacists of North Carolina to recognize this anniversary with appropriate ceremony. In the meantime, each of us should undertake a personal and substantial support of the foundation. It should be one of our favorite philanthropies.

The complete financial report has been distributed to you who are here in Raleigh. Additional copies may be obtained from Secretary Brecht at the School of Pharmacy.

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NORTH CAROLINA PHARMACEUTICAL RESEARCH FOUNDATION, INC.

Financial Report, March 1, 1955 to March 1, 1956

ENDOWMENT FUNDS

Statement of Cash Receipts

	Balance Mar. 1, 1955	Contributions 55-56	Total Mar. 1, 1956
Cash Receipts:			
General Endowment (10).....	\$55,219.50	\$ 450.00	\$ 55,669.50
Isaac E. Emerson Memorial.....	16,000.00	0.00	16,000.00
Germain Bernard Memorial (2).....		15,000.00	15,000.00
M. L. Jacobs Memorial (2).....	6,015.00	20.00	6,035.00
J. G. Beard Memorial.....	5,540.00	0.00	5,540.00
Robert R. Bellamy Memorial.....	4,205.21	0.00	4,205.21
I. W. Rose Memorial (11).....	3,887.50	105.00	3,992.50
E. V. Howell Memorial (2).....	3,651.12	12.00	3,663.12
William Simpson Memorial (1).....	2,255.00	300.00	2,555.00
Frank W. Hancock Memorial (1).....	1,635.00	25.00	1,660.00
Ballew Jurisprudence Fund (4).....	948.00	151.00	1,099.00
Drug Plant Garden (3).....	572.00	25.00	597.00
	<u>\$99,928.33</u>	<u>\$16,088.00</u>	<u>\$116,016.33</u>

Assets:

R. J. Reynolds Tobacco Co., 4½%, pfd. 150 shares.....	\$ 15,187.50
Emerson Drug Co., of Balt., Class A, 1050 shares.....	16,000.00
United States Bonds, Series G., 2½%.....	14,000.00
Carolina Power and Light Co., \$5 pfd., 100 shares.....	11,487.50
Champion Paper & Fibre, \$4.50 pfd., 100 shares.....	10,640.45
First Fed. Sav. & Loan Assoc., paid-up stocks, 3½%.....	10,000.00
U. S. Treasury Bonds, 2½%, 10,000.00, 6-15-64/69.....	9,928.13
Home Sav. & Loan Assoc., paid-up stocks, 3½%.....	5,500.00
Appalachian Electric Power, 4½% pfd., 50 shares.....	5,271.03
South Carolina Electric and Gass Co., 4½% pfd., 100 shares.....	5,000.00
Colonial Stores, Inc., 4% pfd., 100 shares.....	4,550.00
Durham Telephone Co., 6% pfd., 150 shares.....	4,030.00
Chatham Manufacturing Co., 4% pfd., 25 shares.....	2,225.00
Security Savings & Loan Assoc., paid-up stocks, 3½%.....	1,100.00
Reynolds Metal Co., 4¾% pfd., 10 shares.....	500.00
Jefferson Standard Life Ins. Co., 4 shares.....	338.00
Carolina Casualty Ins. Co., Class B stock, 10 shares.....	82.35
Sears, Roebuck & Co., 1 share.....	36.00
Cash, Depositors National Bank of Durham.....	140.37
Total.....	<u>\$116,016.33</u>

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Each year the Association visits the School of Pharmacy through the personnel of the UNC Visitation Committee. Mr. C. D. Blanton, chairman of the committee, gave the report.

Report of UNC Pharmacy School Visitation Committee

C. D. BLANTON, *Chairman*

Four of the five members of the Visitation Committee made the annual inspection trip to Chapel Hill on April 17, 1956. They were C. D. Blanton, chairman, T. J. Ham, Jr. of Yanceyville, T. F. Kostic of Greensboro, and Mrs. Marsha Hood Brewer of Pink Hill.

We assembled promptly at 11 AM in Dean Brecht's office with Doctors Semeniuk, Thompson, Hammerness, Andrako, and Cooper, in addition to Dr. Brecht. This meeting with the faculty members lasted one hour. All phases of the pharmacy school were discussed. Much of this information is included in the annual catalogue of the school of pharmacy. This catalogue was formerly mailed to each drug store in the state, but beginning this year, this will no longer be possible, due to a stringent cut in the printing and binding budget of the school. It is possible to obtain one by a request. A study of this catalogue will give the older pharmacists a better idea of the scope and extensive material covered in the present curriculum. The committee participated in a lot of discussion about the 5 year curriculum, which will become compulsory in 1960. The details of these plans will be discussed in other reports so suffice it to say that the faculty is making progress toward this goal and may begin an optional plan as early as next year.

Next on the agenda was a visit to the pharmacy library and a very informative chat with Miss Alice Noble, Librarian and Archivist. There is indeed a remarkable collection of both rare and useful literature available to students, instructors, and pharmacists. Particularly impressive were the complete files of periodicals, new product information and manufacturers publications. These show that our library is keeping up

to date as well as providing for historical and basic research. Perhaps Miss Noble can be induced to report more fully to you on the wonderful work the library is doing for pharmacy in North Carolina.

One of the highlights of our day at the pharmacy school came next on the agenda. The committee met with members of the fourth year class in the absence of the faculty, to hear expressions from these experienced students, of their opinions and recommendations that might be of help to the School of Pharmacy. This was an eager, intelligent and cooperative group. The school is continuing a program of graduating top-flight pharmacists.

The majority of the class participated in discussing the problems of the school with the committee, and we were agreed that their opinions and criticisms were put forth in a constructive manner. In view of the fact that the scope of our committee is limited, we have tabulated all the information received and will turn it over to the NCPA executive committee for further study and necessary action as that body sees fit.

In this report we will pass over items concerning the North Carolina Pharmaceutical Research Foundation, because they will be covered in another report to the convention.

At 1 PM, the committee members were the guests of Dean Brecht at a luncheon of the UNC Faculty Club at the Carolina Inn. There we were privileged to hear a review by Mr. Manly Wade Wellman of his book about five rebels of North Carolina and their descendents. The title of the book is "Rebel Boast, First at Bethel, Last at Appomattox."

After lunch, we inspected the pharmacy school equipment. There we noted the addition of an ice maker, and an electric water cooler, which provides cooled water to drinking fountains on each floor of the building. We were also shown many other valuable pieces of equipment now in use at the school. There is yet no hot water system, but since a construction cost of \$35,000 is involved, it seems wise to wait on the erection of a new pharmacy building. The committee was very much interested in a demonstration of an

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electric calculator that Dr. Brecht explained had been in constant use for three years.

The prospect for success in the next meeting of the general assembly in obtaining a new pharmacy building is the best yet. If the pharmacists of North Carolina will continue their effective work of the past in acquainting legislators and other officials of the state with the urgent need of pharmacy and the coincident need of the School of Journalism for our present building, there is no doubt that we will be successful in 1957.

There are 221 students in the pharmacy school and 11 graduate students, a total of 232. Also the 1956-57 freshman class has been filled.

The committee would like to thank Dr. Brecht and other members of the Pharmacy School staff who helped so much to make our visit both informative and enjoyable.

Committee on Trade Interests

President Gurley: "There is a great deal of interest in employee compensation incentive plans. The Committee on Trade Interests has surveyed approximately 100 drug store proprietors of North Carolina in an effort to bring us the latest procedures used by our drug stores in maintaining personnel. Mr. James Harrison, Chairman, reports on his committee's findings."

This report was published in the June, 1956 issue of the CAROLINA JOURNAL OF PHARMACY, page 255.

Presidential Scholarship Award

At this point Mr. John Wesley Saunders of Raleigh was awarded the Pepsodent Presidential Scholarship for the coming year. Mr. Saunders has been accepted as a registrant in the first year Pharmacy class at Chapel Hill beginning with the Fall term in 1956 and, as recipient of the scholarship, will receive \$100 a year for the first three years of his enrollment at Chapel Hill, and \$200 for his final year.

At the conclusion of the scholarship award ceremony, Mr. Robert L. Travis, Pepsodent representative in this area, presented a president's award plaque to President W. B.

Gurley in recognition of his outstanding service and contribution to Pharmacy.

Special Guests

Two quests from the Virginia Pharmaceutical Association were presented: Mr. G. E. Henderson, president, and Mr. James Hubbard, executive secretary. Both made short talks to the delegates.

The Associate-editor of *Drug Topics*, Mr. Louis E. Kazin, addressed the delegates on the subject, "Growing Up to Meet Our Responsibilities." Mr. Kazin's address was well received by the convention. An open forum session followed his talk, during which many questions were posed to the speaker by the delegates.

At the conclusion of the open forum session the meeting was adjourned.

FOURTH SESSION

NCPA Secretary W. J. Smith commented on the question "What About Fair Trade?". In the report discussed were (a) the impact of discount houses on Fair Trade; (b) the action of various state courts—seven so far—in ruling the non-signer clause unconstitutional; and (c) a historical discussion of Fair Trade since it is celebrating its silver anniversary this year.

"How to Be a Go-Getter"

President Gurley: "On several occasions we have had the pleasure of hearing Mr. Rease Inge discuss a topic of current importance. Mr. Inge is the Atlanta Region Manager for E. R. Squibb & Sons. Today he will discuss the subject 'How to Be a Go-Getter,' and I can assure you I am very anxious to hear his instructions on this very important phase of retail Pharmacy."

Mr. Inge's convention address will appear in an early issue of the CAROLINA JOURNAL OF PHARMACY.

Auxiliary Greetings

Mrs. W. P. Brewer, president of the Woman's Auxiliary, and Mr. James M. Darlington, president of the Traveling Men's Auxiliary, were introduced and brought greetings from their organizations.

"How to Put Vim into Vitamin Selling"

Mr. George A. Stevenson, divisional sales manager of the Upjohn Company, discussed

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"How to Put Vim into Vitamin Selling."

Mr. Stevenson's paper was published in the May, 1956 issue of the CAROLINA JOURNAL OF PHARMACY, page 195.

"Sweet Profits"

A discussion of how to sell quality box candy was presented by W. Dorsey Welch of Washington. This discussion under the title "Sweet Profits" appeared in the July, 1956 issue of the CAROLINA JOURNAL OF PHARMACY, page 283.

President-elect J. W. Tyson presided during the report of the Committee on the President's Address which follows:

Report on the President's Address

W. S. WOLFE, *Chairman*

President Gurley's report on the activities of our Association for the past year should cause us to feel a justifiable pride. Although he modestly glazed over his individual contributions to the profession, this committee recognizes his numerous activities and finds them indeed worthy.

We believe all members will realize that they themselves, by their ballots, have continued to choose loyal, capable officers to lead them during some of pharmacy's trying times.

So seriously did President Gurley assume his duties that he used a great portion of his time as President-Elect, in traveling over the state with his immediate predecessor W. L. West, in order to be able to fill the duties of the office to your greater benefit.

As a consequence, he has been more than unusually active for the past two years. Knowing Bill Gurley as we do, we are quite certain he will continue to expend his time and talents in the future, working individually yet cooperatively with President-Elect Tyson and other officers for your benefit.

The committee concluded its report by endorsing the four recommendations (page 481) made by President Gurley in his annual address to the Convention.

Student Branch

The report of the Student Branch of the N. C. Pharmaceutical Association was given by John W. Andrews, president. His report follows:

NCPA Student Branch Report

By JOHN W. ANDREWS, *President*

Mr. President and Members of NCPA:

I appreciate this opportunity to talk to you for a couple of minutes to let you know that we do have an active Student Branch, and tell you of a few things we have been doing this year.

We began the year with a membership drive, and we had a total of 175 members; of this number the junior and senior classes were 100%.

Our meetings run monthly on the 3rd Tuesday:

- (a) October—Had Congressman Carl T. Durham who spoke on Atomic Energy as related to peaceful purposes. Also in October the Student Branch participated in National Pharmacy Week Display Contest.
- (b) November—Had an interesting and beneficial program by your president, Mr. Gurley, assisted by Mr. W. J. Smith. It was a question and answer session on pharmacists' problems after graduation.
- (c) December—Had a movie "Going Our Way," made available by Parke, Davis & Company.
- (d) January—We began the first of four programs by individual student organizations in competition for \$25 prize money given by the N.C.P.A. The first program was titled "Your Career in Pharmacy" by Kappa Psi Fraternity.
- (e) February—Phi Delta Chi Fraternity presented "Then and Now."
- (f) March—Highlighted with "Pharmacy Senate in Action," given by the Pharmacy Senate.
- (g) April—Kappa Epsilon, Pharmacy girls sorority, gave a TV skit, "The



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Alophen Hour." Also in April, two delegates were sent to the Student Section of the A.Ph.A., Joe Smith and Don Miller. We were happy that Don was elected Chairman of the National Student Section of the A.Ph.A. Also in April, there was a called meeting to nominate officers.

- (h) May—Last meeting of the year was "Awards Night" and installation of next year's officers for 1956-1957.

Speaking for members of the Student Branch, we appreciate this opportunity to attend your convention, and we are glad that we have such a fine parent organization to look forward to after graduation from college.

Resolutions Committee

The report of the Resolutions Committee was given by Chairman W. A. Ward of Swannanoa. The Resolutions adopted by the Convention were published in the June, 1956 issue of the CAROLINA JOURNAL OF PHARMACY, page 238.

Time and Place Committee

The Time and Place Committee, headed by James Harrison of Asheville, recommended that the 1957 convention be held in Charlotte with the final decision to be left up to the Association's Executive Committee.

Report of Registrar

Charles M. Andrews, registrar, was introduced. Mr. Andrews' report showed that convention registration at that time was approximately 700, the NCPA and TMA running ahead of the previous year; the Woman's Auxiliary having a slightly lower registration.

Nominating Committee

The report of the Nominating Committee, as presented by Chairman J. C. Jackson, follows:

For President, C. D. Blanton and F. M. Moss; *for First Vice-President*, W. D. Welch, Jr., Jarvis M. Alligood, and W. S. Wolfe;

for Second Vice-President, Sam W. McFalls and W. H. Burbage; *for Third Vice-President*, E. R. Fuller and Dwayne Irwin; *for Member of the Executive Committee* (3-year term), J. W. Tyson and Leslie Myers; *for Member of the Board of Pharmacy* (5-year term), Frank W. Dayvault and Jesse M. Pike; *for Directors of the N. C. Pharmaceutical Research Foundation*, Paul B. Bissette, Jr., W. S. Wolfe, J. C. Hood, F. Herman Cline, E. C. Daniel, D. A. Dowdy, W. B. Gurley, and B. Cade Brooks.

Installation of Officers

President Gurley: "Our final piece of business is the installation of officers to serve for the year 1956-57. Before becoming one of your esteemed past-presidents, however, I would like to thank my fellow-officers for their support and cooperation. To my committee members, I give my grateful appreciation for the trips they have made—for meetings they have attended—and for other work incident to their appointments. To the Raleigh people who have showed us such remarkable hospitality, I shall always hold you in my heart for providing my year of presiding with such pleasant surroundings. Needless to say, if at any time in the future I can be of any assistance to you, I shall consider it an honor to be called on."

The officers installed were: Jesse W. Tyson, president; C. D. Blanton, first vice-president; W. D. Welch, Jr., second vice-president, and Sam W. McFalls, third vice-president.

Before adjournment of the meeting the incoming president, Mr. Tyson, received the president's pin from Mr. Gurley, and in turn presented a past-president's pin to Mr. Gurley. This concluded the 76th annual convention of the NCPA which adjourned at 5:10 p.m.

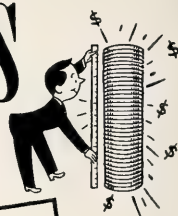
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Cobb, Clarence Harper	Durham
Copeland, Robert Royal	Ahoskie
Crabtree, W. A.	Sanford
Crawford, Edgar Poe	Lenoir
Creech, William H.	Selma
Davis, David Ramsey	Williamston
Durham, Carl Thomas	Chapel Hill
Eldridge, Julius	Winston-Salem
Fishel, Arthur L.	Winston-Salem
Gattis, Philip D.	Raleigh
Godwin, Clyde Fillmore	Pine Level
Greene, Herbert Cooper	Charlotte
Hedgepeth, Romulus Augustus	Lumberton
Hood, Thomas Ruffin	Clearwater, Fla.
House, Joseph	Beaufort
James, Albert Allison	Southern Pines
Johnson, James Edwin, Jr.	Lumberton
Langdon, Ralph Edward	Fayetteville
Lisk, Daniel Clyde	Charlotte
Lyon, Frank Fuller	Oxford
McKay, Daniel McNeill	Durham
O'Hanlon, Edward Wilkins	Winston-Salem
Ray, Frederick, Jr.	Sanford
Rogers, Ben F.	Fair Bluff
Rogers, Ralph Peele	Durham
Sedberry, Henry Stiles	Rocky Mount
Stanback, Thomas Melville	Salisbury
Suttlemyre, Philip Johnson	Hickory
Tarkenton, Edward Lawrence	Wilson
Tart, David Whitfield	Greensboro
Thomas, Philip Langston	Roxboro
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 Aiken, L. W., Mars Hill
 Albright, George Bishop, Salisbury
 Aldridge, Stanley P., Augusta, Ga.
 Allen, Harry H., Jr., Cherryville
 Allen, Robert Eugene, Hickory
 Alligood, Jarvis Marion, Greenville
 Ammons, Dallas Lee, Salisbury
 Ammons, Raymond M., Red Springs
 Anders, G. Howard, Cornelius
 Anderson, Carolyn Cox, Lansing, Mich.
 Anderson, Ernest R., Jr., High Point
 Anderson, Joe, New Bern
 Andes, Garrette Earl, Wadesboro
 Andrews, John Puett, Winston-Salem
 Andrews, John Warren, Winston-Salem
 Andrews, Richard Homer, Burlington
 Andrews, Wesley Thompson, Reidsville
 Arnold, Broddie Duke, Raleigh
 Ashworth, Ralph Hilliard, Fuquay Springs
 Austin, Beverly Newton, West Jefferson

B

Bain, Jones Douglas, Clayton
 Bain, Jones Douglas, Jr., Clayton
 Baker, Horace, Mt. Airy
 Baker, Walter Presley, Raeford
 Banner, Robert Dale, Spruce Pine
 Barbour, Joseph Parker, Burlington
 Barbrey, Herman Sutton, Jr., Raleigh
 Barefoot, Lexie Glenn, Asheville
 Barnett, Frank, Jr., Henderson
 Barnett, Jimmie, Henderson
 Barringer, Harry Alexander, Concord
 Barton, William H., Pleasant Garden
 Bauguess, Carl Thomas, Jr., Sanford
 Beason, Robert Hoyle, Boiling Springs
 Beavans, Samuel Clark, Enfield
 Beck, Albert L., Jr., Hendersonville
 Beck, William C., Hendersonville
 Beddingfield, Charles Herman, Clayton
 Bell, Frank Roland, Beaufort
 Bell, L. R., Tarboro
 Belton, Charles N., Mt. Airy
 Bender, Walker Meares K., Fayetteville
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Bennick, James E., Concord
 Benson, Ernest Stuart, Wilmington
 Biggs, John Waller Smallwood, Greenville
 Birmingham, John Steele, Hamlet
 Bishop, Howard Lewis, Asheville
 Bissett, Donald Hines, Kinston
 Bisette, Paul Branch, Jr., Wilson
 Bius, John H., Raleigh
 Black, Bonner Brevard, Kannapolis
 Black, Samuel Norman, Ormond Beach, Fla.
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 Bland, Joseph F., High Point
 Blanton, Charles Donald, Kings Mountain
 Blanton, Charles Donald, Jr.,
 Kings Mountain
 Blue, Dolph, Carthage
 Bobbitt, A. Bracey, Winston-Salem
 Boger, Richard Albert, New Bern
 Bolton, Robert Baugham, Rich Square
 Bonner, Brem, Granite Falls
 Boone, Demetrius Leonard, Durham
 Boone, William Thomas, Ahoskie
 Bostian, Thomas Richard, Kannapolis
 Bowers, Jimmie C., Lincolnton
 Boyd, Shelton Bickett, Mt. Olive
 Bradley, William Vernon, Jr., Kannapolis
 Bradshaw, Edward Luther, Kinston
 Bradshaw, Edward Luther, Jr., Kinston
 Brady, Charles A., Sr., Hickory
 Brame, Philip Augustus, N. Wilkesboro
 Brame, Robert Marvin, Jr., N. Wilkesboro
 Brantley, John Calvin, Raleigh
 Brantley, John Calvin, Jr., Raleigh
 Brantley, Paul C., Wendell
 Brantley, William Cain, Winston-Salem
 Brecht, Edward A., Chapel Hill
 Brewer, Marsha Hood, Pink Hill
 Brewer, Stroud O., Sr., Durham
 Brinkley, Clifton Scott, Kernersville
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 Brisson, Edward, St. Pauls
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C

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 Griffin, Octavus, Roanoke Rapids
 Griffin, Sandy D., Burlington
 Griffin, William C., Raleigh
 Griffin, William Crane, Roanoke Rapids
 Griffin, William Russell, Old Fort
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 Gross, Nicholas R., Whiteville
 Guion, Clyde Doyle, Cornelius
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 Hall, Sam Cannady, Oxford
 Hall, Stacy Buckner, Mocksville
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 Hoffman, Joe F., Jr., High Point
 Hoffman, Walter Conrad, Guilford College
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 Hunsucker, Evelyn Stutts, Gibson
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 Hunter, Jeanette, Shelby
 Hunter, Joseph Everette, Jr., Columbia, S. C.
 Huntley, Clarence Oscar, Lenoir
 Huntley, Robert C., Charlotte
 Huss, Kelly William, Cherryville
 Hutchins, James Alexander, Winston-Salem

I

Ingle, Calvin Eldridge, Weaverville
 Ingram, Laurance M., High Point
 Inman, George Graham, Rockingham
 Irwin, Dwayne Alton, Elkin
 Irwin, Robert Louis, Elkin

J

Jackson, Jasper Carlton, Lumberton
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 Jones, George Haywood, Zebulon
 Jones, John Lee, Canton
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 Jones, Maynard Lowrey, Asheville
 Jordan, William M., Jr., Marion
 Josey, Charles William, Maiden
 Jowdy, Albert W., Jr., New Bern

K

Kale, R. G., Durham
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 Kelly, George Carl, Lillington
 Kelly, Hunter Liggett, Durham
 Kerr, Banks D., Raleigh
 Kiger, Robert W., Shelby
 Kinard, Edward R., Jr., Greensboro
 King, Alfred Henderson, Durham
 King, Benjamin Franklin, Greensboro
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 King, Roland Gabriel, New Bern
 King, Winfred A., Mt. Airy
 Kiser, Arthur George, Asheville
 Kiser, Frank, Asheville
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 Koonts, Archie Alva, High Point
 Kostie, Tom, Nashville, Tenn.
 Kritzer, Everett Loftus, Albemarle

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 Langston, Douglas O., Franklinton
 Langston, Milton Beron, Jr., New Bern
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 Lasley, Charles Glenn, Draper
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 Lutz, Horace Cleveland, Hickory
 Lynch, Herman Wright, Dunn
 Lynch, Norman Walker, McColl, S. C.
 Lynch, William F., Hillsboro
 Lyon, Robert Phillips, Wadesboro

M

Mabry, Charles Snellings, Hamlet
 MacKesson, Louis Walton, Statesville
 Macon, Arthur Boise, Mt. Airy
 Malion, Harold Edward, Fairmont
 Markham, George Wilber, Fayetteville
 Martin, Alfred Newman, Roanoke Rapids
 Martin, John Wilford, Macesfield
 Martin, Robert Milus, Ahoskie
 Martin, S. L., Jr., Leaksville
 Massengill, David Waugh, Bristol, Tenn.
 Matthews, John Ivey, Raleigh
 Mauney, Harry McCombs, Hayesville
 Mauney, Walter McCombs, Murphy
 May, Thomas Hilliard, Wake Forest
 Mayrand, Louis Phillip, Greensboro
 McAdams, Jack Webster, Burlington
 McAllister, Harmon Carlisle, Chapel Hill
 McAllister, Larry Bikle, Graham
 McBride, Thomas LeRoy, Marshville
 McCollum, Numa Hill, Leaksville
 McCormac, Douglas Alexander, Burlington
 McCoy, J. Kenneth, Durham
 McCrimmon, Dan Grier, Pittsboro
 McDonald, John Cameron, Durham
 McDowell, Norfleet Owen, Jr., Scotland
 Neck
 McDowell, Norfleet Owen, Sr., Scotland
 Neck
 McDuffie, Roger Atkinson, Greensboro
 McFalls, Oliver Wendell, Pomona
 McFalls, Samuel Woodrow, Greensboro
 McFarland, Thomas W., Charlotte

McGee, James Conrad, Jr., Mars Hill
 McGugan, Vance G., Mocksville
 McLean, Alton Lee, Jr., Raleigh
 McLean, George Woodrow, Clinton
 McLelland, John Howard, Mooresville
 McNeill, John Albert, Whiteville
 Mebane, Alfred Holt III, Greensboro
 Melvin, Marion Butler, Raleigh
 Merriman, William Doctor, Charlotte
 Merritt, Morris E., Wilmington
 Meschke, Barbara Dillard, Wilmington, Del.
 Miles, Morton Clifton, Henderson
 Millaway, Eugene Dolano, Burlington
 Miller, Archibald James, Mountain Home
 Miller, Paul W., Spencer
 Miller, Robert Edward, Bayside, Va.
 Miller, William J., Hickory
 Mills, John Craton, Cliffside
 Mills, John E., Cliffside
 Mills, Joseph Arthur, Tarboro City
 Mills, Oscar Walter, Leaksville
 Milton, Robert H., Salisbury
 Mitchell, Clarence Eugene, Highlands
 Michell, Henry Gaither, Burlington
 Mitchell, John D., Kannapolis
 Mitchell, Thomas Wayne, Cary
 Mitchener, James W., Concord
 Mitchener, John A., Jr., Edenton
 Mobley, Benjamin K., Burlington
 Mock, Charles Henry, Boone
 Moir, A. L., Burlington
 Montesanti, Joe, Jr., Southern Pines
 Moore, Horace W., Lexington
 Moore, Jack, Asheville
 Moore, Milton Alvin, Tarboro
 Moore, Milton Alvin, Jr., Tarboro
 Moorefield, George M., Asheboro
 Moose, Hoy Archibald, Mt. Pleasant
 Moose, Hubert Foy, Statesville
 Moose, Walter Lee, Greensboro
 Morris, Eugene M., Brevard
 Morrison, Brame P., Wilson
 Moseley, Marina P. C., Raleigh
 Moss, Fred Morris, Gastonia
 Mosteller, William H., Albemarle
 Muratori, Francis, Charlotte
 Murr, George Frank, Thomasville
 Murray, Billy Roger, Raleigh
 Murray, Richard B., Camp Lejeune
 Murrell, Harry Thomas, Albemarle
 Musgrove, William McKinley, Catawba
 Myers, Leslie M., Winston-Salem

N

Nance, John Sanford, Charlotte
 Needham, Billy Wright, Mt. Airy
 Neil, Joseph W., Huntersville
 Nelson, Joyce Evangeline, Chapel Hill
 Nelson, Stacy Gordon, Aulander
 Neville, Augustus, Spring Hope
 Nicholson, Elliott Noley, Murfreesboro
 Nicholson, Michael Albright, Troy
 Norris, Barbara Adams, Charlotte
 Norris, Charles Allen, Charlotte
 Northcott, William W., Winston-Salem

O

Oakley, Calvin Sneed, Mebane
 Oakley, Curtis Hill, Roxboro
 O'Daniel, James Sydney, Hickory
 Odom, Lindsey A., Wilmington
 O'Neal, Walton Prentiss, Belhaven
 Overman, Harold Speight, Elizabeth City
 Owen, Fred R., Tryon
 Owens, Thurman Quinton, Whiteville

P

Paderick, Hatherly, Kinston
 Page, Clarence Eugene, Jr., Henderson
 Paoloni, Claude U., Greensboro
 Pappas, Steve A., Gastonia
 Paramore, Rex A., Nashville
 Parker, Richard Smith, Murphy
 Parker, Walter W., Jr., Henderson
 Parks, William Allen, Salisbury
 Parrish, Alton Sherwood, Newton Grove
 Parrish, Leland Frederic, Rocky Mount
 Patterson, James L., Salisbury
 Patton, James B., Jr., Canton
 Patton, William Harrison, Hickory
 Pearson, Sarah Pegram, Apex
 Pecora, Ruth Patterson, Erwin
 Pegram, Addie Bradshaw, Apex
 Perrow, Waller Stephen, Lynchburg, Va.
 Perry, Margaret Booth, Apex
 Petrea, Fred Smith, Greensboro
 Phillips, Millard Brown, Albemarle
 Phillips, William Penn, Morganton
 Pickard, Jefferson Franklin, Greensboro
 Pickard, John Milton, Durham
 Pike, Jesse M., Concord
 Pike, Joseph William, Jr., Concord
 Pilkington, Edward Lee, Goldsboro
 Pinnix, John M., Sr., Kernersville
 Pinnix, Joseph Leak, Kernersville
 Pinnix, William Maple, New Bern

Pittman, Billie E., Williamsburg, Va.
 Pittman, Rudolph, Burlington
 Porter, Charles Davis, Concord
 Powell, Edward Sholar, Oxford
 Powell, William P., Hendersonville
 Pressly, Charles Payson, Charlotte
 Price, Billy Lee, Conover
 Price, Herman Corthell, Creedmoor
 Price, Hubert Graham, Raleigh
 Price, Samuel Howard, Mooresville
 Price, Samuel Howard, Sr., Mooresville
 Proctor, William Vinson, Charlotte
 Propst, Gold B., Morganton
 Provo, Jean Bush, Raleigh
 Pruett, Irvin J., Angier
 Puckett, W. Moorefield, Robbins
 Pugh, Edward Stuart, Windsor
 Purcell, D. Craig, Salisbury
 Purcell, S. M., Jr., Salisbury

R

Rabil, Ernest John, Winston-Salem
 Rachide, Albert Paul, Jacksonville
 Rand, Thomas Reid, Jr., Raleigh
 Randall, William Hurley, Jr., Lillington
 Ranzenhofer, John Arthur, Greensboro
 Raper, Donald J., Rocky Mount
 Ratley, Warren Archie, Goldsboro
 Ray, Ervin Linwood, Asheboro
 Reamer, I. Thomas, Durham
 Reaves, Charles Adams, Asheboro
 Reaves, Hallie Craven, Asheboro
 Reaves, L. E., Jr., Fayetteville
 Reese, Joe Neal, Kannapolis
 Register, Milton Otis, Clinton
 Rhem, John F., Burgaw
 Rhoades, Jerry D., Southern Pines
 Rhyne, Clarence Little, Charlotte
 Rhyne, Wayne Frank, Gastonia
 Rice, Harry Curtis, Charlotte
 Rice, Leslie Davis, Maxton
 Rich, Harold C., Garland
 Richardson, Luther Wyatt, Goldsboro
 Richardson, Odell Kellie, Boone
 Richardson, Vernon Herbert, Summerfield
 Richardson, Wayne Robert, Boone
 Ridenhour, Davidson Giles, Mt. Gilead
 Riggsbee, Edgar Lloyd, Chapel Hill
 Ring, Luther Branson, Ozone, Fla.
 Rives, Herbert Lisle, Bethel
 Roberson, Culas, Spray
 Roberts, Herschel, Weaverville
 Robertson, William N., Jr., Laurinburg
 Robinson, Carlton, Morehead City

Robinson, Derwood Paul, Oxford
 Robinson, Harriett Agnes, Lumberton
 Robinson, James Clark, Greenville
 Robinson, John Linwood, Belmont
 Robinson, Thomas Ruffin, Jr., Goldsboro
 Rogers, Hubert Newton, Jr., Lumberton
 Rogers, Ralph Peele, Jr., Durham
 Rogers, William LeRoy, Pembroke
 Rollins, Ernest William, Winston-Salem
 Rose, Willie C., Goldsboro
 Rose, Winfield P., Greensboro
 Rosser, John Harrington, Charlotte
 Rouse, Louis Livingston, Fayetteville
 Royall, George Edwin, Jr., Elkin
 Rudisill, Jones Solomon, Forest City
 Russell, G. Clark, Greensboro
 Russell, Jesse Milton, Jr., Asheville
 Russell, Joe Terrell, Burlington
 Russell, Lon D., Greensboro
 Russell, Ritchie A., Winston-Salem
 Russell, Thomas Wayne, Greensboro

S

Salley, William Moss, Asheville
 Salley, William Moss, Jr., Asheville
 Sanders, Charl H., Concord
 Sappenfield, William Alfred, Statesville
 Sauls, Harold B., Wilmington
 Savage, Matthew Council, Roanoke Rapids
 Sawyer, Robert B., Burgaw
 Schaefer, Brownie Dickson, Asheville
 Scharff, Richard C., Norfolk, Va.
 Scharff, Robert Edgar, Clemmons
 Scudder, Banks H., Jacksonville
 Seabock, Robert Lee, Sanford
 Seaborn, Robert H., Greenville
 Secrest, Vann V., Jr., Monroe
 Selden, Joseph Stancell, Weldon
 Semeniuk, Fred, Chapel Hill
 Senter, Lloyd M., Carrboro
 Senter, Plennie Lloyd, Carrboro
 Setzer, Evan, Graham
 Sewell, Evelyn Salter, Beaufort
 Sewell, Guion Linwood, Kinston
 Shaw, Willis Breedlove, Mt. Olive
 Sheffield, Barnard Cleveland, Jr., Warsaw
 Shepherd, Dale M., West Jefferson
 Shepherd, Roy C., Jr., Lexington
 Sherard, Gene S., Burlington
 Sherard, John Frank, Burlington
 Sherrill, Fred Lee, Jr., Hickory
 Sherwood, Norman W., Lenoir
 Shields, Clarence Louis, Jacksonville

Shigley, Henry Hall, Asheville
 Shook, Eulan, Hickory
 Shore, Vollie A., Jr., Durham
 Shuford, Grady W., Forest City
 Sigmon, Russell Grady, Jr., Conover
 Simmons, Foster Joel, Granite Falls
 Simmons, Hansford R., Jacksonville
 Simmons, William Alfred, Winston-Salem
 Simpson, Noah, Old Fort
 Simpson, Thomas Skinner, Winston-Salem
 Sinclair, Allen, Albemarle
 Sisk, Charles Jones, Asheville
 Sisk, Robert Cecil, Asheville
 Sisk, William T., Asheville
 Sitison, James Andrew, Mt. Airy
 Skakle, Sybil Austin, Hatteras
 Slayton, Mary Thomasine,
 Washington, D. C.
 Sloan, William Lee, Chapel Hill
 Sloop, Roger Hester, Marion
 Smith, Emmett Aaron, Jr., Shallotte
 Smith, E. H., Jr., Tarboro
 Smith, George Washington, Chapel Hill
 Smith, Henry Edwin, Thomasville
 Smith, James Grey, Stokesdale
 Smith, Leon Wriston, Jr., Kannapolis
 Smith, Oscar Wilbur, Pilot Mountain
 Smith, Ralph Wright, Jr., Kinston
 Smith, Richard Henry Lee, Greensboro
 Smith, Robert Garland, High Point
 Smith, Roger Austin, Danville, Va.
 Smith, Thel Eugene, Goldsboro
 Smith, Victor L., Bradenton, Fla.
 Smith, William Julius, Chapel Hill
 Smith, William Oscar, Arlington, Va.
 Southern, Joseph Carson, High Point
 Sparks, Betty Tate, Charlotte
 Sparks, James Ellis, Elizabeth City
 Stahl, Gerald M., Durham
 Stalvey, John C., Knightdale
 Stamps, J. N., High Point
 Stang, William S., Greensboro
 Stanley, Verner E., Charlotte
 Stanton, William Harper, New Bern
 Stevens, Mac Watson, Broadway
 Stevenson, John Thomas, Elizabeth City
 Stewart, Jesse Southerland, Fremont
 Stich, Wallace C., Fairmont
 Stimson, J. H., Statesville
 Stone, Benjamin Franklin, Elizabethtown
 Stone, Harry Curtis, Jr., Rockingham
 Stone, Joe Donald, Pilot Mountain
 Stone, Wilbert L., Franklinton

Stonestreet, Dewey Harding, Winston-Salem
 Stowe, Harry Reid, Charlotte
 Strickland, Charles Brandon, Fayetteville
 Stroupe, L. S., Kings Mountain
 Strout, Vernon Longworth, Ellerbe
 Summey, Purvey Burpee, Mt. Holly
 Summey, William Lewis, Dallas
 Superstine, Edward,
 Susman, Beatrice Kaminetzky, Miami
 Beach, Fla.

Suttlemyre, Claude Philip, Hickory
 Swan, William J., Tampa, Florida
 Swearngan, Clarence LeRoy, Charlotte

T

Tainter, Dean, Marion
 Talbert, George Robert, Statesville
 Tart, Paul Edwin, Dunn
 Tate, Earl Henry, Lenoir
 Tate, W. Stanford, Lexington
 Tatum, Joseph Myron, Asheville
 Taylor, Charles Albert, Jacksonville
 Taylor, James G., Conway
 Taylor, Leroy Boone, Conway
 Taylor, Norwood T., Raleigh
 Taylor, William P., Roanoke Rapids
 Taylor, William West, Chapel Hill
 Teague, James Ralph, High Point
 Tennant, Walter Douglas, Crossnore
 Terrell, John Arthur, Jr., Sanford
 Thomas, Henry Grady, Wilson
 Thomas, James Seymour, Charlotte
 Thomas, John Ivey, Dunn
 Thomas, William Graham, Varina
 Thompson, Dalma Adair, Wallace
 Thompson, Herman O., Chapel Hill
 Thompson, James L., Reidsville
 Thorne, Samuel Thomas, Charlotte
 Thornton, George Palmer, Goldsboro
 Tilles, Irving, High Point
 Tilley, John Everett, Jamestown
 Timberlake, Claude Vernon, Jr.,
 Camp Lejeune
 Timberlake, Harry Wilson, Roanoke Rapids
 Toms, Bate C., Salisbury
 Toms, Elmo Reid, Wilmington
 Townsend, James H., Red Springs
 Trantham, Harold D., Asheville
 Trooper, Edith Woodman, Chapel Hill
 Trotter, Pinkney Lawson, Thomasville
 Tunstall, Christine, Cherry Point
 Tunstall, Joe Peyton, Washington
 Turlington, Jesse E., Lumberton

Turnbull, Edward Kenneth, Shelby
 Turner, Christopher C., Jr., Scotland Neck
 Turner, George Wilson, Wilmington
 Turner, Joseph Kelly, Jr., Weldon
 Turnmyre, Arthur P., Mt. Airy
 Twiggs, Carolyn, Winston-Salem
 Tyson, Jesse Williams, Greensboro
 Tyson, Wendell Brown, Rocky Mount

U

Umstead, Oscar Logan, Durham
 Underhill, John Alexander
 Underwood, Hamilton Polk, Jr., Fayetteville
 Upchurch, Malcolm Thurston, Smithfield
 Usher, Joseph Thomas, Greensboro
 Uzzell, Steve C. C., Black Mountain

V

Van Valkenburgh, William B. Asheville
 Varner, Sebron Edward, Jr., Brevard
 Viall, Wesley Russell, Jr., Pinehurst
 Vinson, Emmett Littlebury, Halifax
 Vinson, James Thomas, Goldsboro
 Vinson, Joe Battle, Raleigh

W

Wade, Clifton Elsworth, Colerain
 Wagner, John Wesley, Charlotte
 Wagner, Murphy Thomas, Jr., Durham
 Walker, Archie Duval, Wilmington
 Walker, Harry Wilbur, Norlina
 Walker, Hubert Long, Greensboro
 Walters, James Edward, Morven
 Ward, Bernard Rudolph, Goldsboro
 Ward, James Luther, Jr., Canton
 Ward, Waits Artemus, Swannanoa
 Ward, Wilbur Shepherd, Hickory
 Warren, Bowman Glidewall, Rural Hall
 Warren, J. C., Benson
 Waters, George Walter, Jr., Goldsboro
 Way, James Arthur, Jr., Winston-Salem
 Webb, Thomas Paul, Jr., Shelby
 Webster, Parke E., Burlington
 Webster, Willie Broox, Fairmont
 Welborn, John Henry, Lexington
 Welborn, William Fowle, Lexington
 Welch, William Dorsey, Jr., Washington
 Wells, Kermit Francis, Marion
 Wells, Robert Rodney, Shelby
 Wells, William Potter, Durham
 West, James R., Sylva
 West, June Bush, Raleigh
 West, Waits Artemus, Roseboro
 West, Wilbur Latham, Roseboro

Whaley, Lloyd Milton, Wallace
 Wharton, Lee Alexander, Gibsonville
 Wheeler, Claude Cameron, Jr., Chapel Hill
 Wheeler, Cyrus Rankin, Oxford
 White, Clarence Bernard, Henderson
 White, George Spencer, Lexington
 White, Grey Bullock, Burlington
 White, James Stark, Mebane
 White, Joseph Graham, Burlington
 White, Ralph Lawrence, Troy
 White, Walter Rodwell, Warrenton
 Whitehead, Charles Raymond, Ramseur
 Whiteley, Iley, Morganton
 Whiteley, Roland Scott, Greensboro
 Whitford, Bryan Henry, Rocky Mount
 Whitley, Howard Emsley, Concord
 Whitley, Jesse Rose, Hendersonville
 Whitley, Wyatt Yelverton, Fremont
 Whitson, William James, Phelps, N. Y.
 Wiggins, Kenneth L., Goldsboro
 Wilkerson, Ira Otis, Greensboro
 Williams, Archibald Hunter A., Oxford
 Williams, Bruce, High Point
 Williams, Charley Harold, Asheboro
 Williams, Earl Gaston, Gastonia
 Williams, Glenwood Lee, Fayetteville
 Williams, John Cossie, Bessemer City
 Williams, Marton H., Lexington
 Williams, Martin V., Winston-Salem
 Williams, T. D., Jr., Wadesboro
 Williams, V. Frazier, Yanceyville
 Williams, Wayland B., Durham
 Williams, William Alexander, Williamston
 Williamston, J. Worth, Salisbury
 Williford, E. H., Jr., Kannapolis
 Williford, John Samuel, Pinetops
 Willis, Robert Moore, Southport
 Wilson, Claude Arthur, Monroe
 Wilson, Harry W., Jr., Greensboro
 Wilson, Robert Charles, Hendersonville
 Wilson, Thomas Harvey, Gastonia
 Wilson, William Hooper, Raleigh
 Winter, Carlton O., Jacksonville
 Wohlford, Herbert William, Charlotte
 Wolfe, Benjamin Houston, Burlington
 Wolfe, John Carl, Hickory
 Wolfe, Robert P., Mt. Airy
 Wolfe, William Samuel, Mt. Airy
 Womble, Logan Nyal, Plymouth
 Wood, John Dee, Wilmington
 Woodard, Barney Paul, Princeton
 Woodard, John Bennett, Kannapolis
 Woodward, Grover Ben, Bryson City

Woody, Robert Richman, Burlington
 Woolard, Edward Watson, Henderson
 Wrike, Walter Curtis, Graham

Y

Yandle, Howard Avant, Chapel Hill
 Young, Charles W., Jr., Lincolnton
 Young, Thomas F., Leicester

Z

Zuckerman, Isaac L., Greensboro

ASSOCIATE MEMBERS

Adams, James C., Landis
 Almand, Charles Aubrey, Rocky Mount
 Anderson, Ernest Ruffin, High Point
 Angel, T. W., Jr., Franklin
 Barbour, Thelbert Alonzo, Burlington
 Biggerstaff, Raymond W., Gastonia
 Black, Baxter F., Jr., Kannapolis
 Booth, L. P., Hayesville
 Brown, Samuel James, Gastonia
 Bryan, J. E., Lumberton
 Cahill, Edgar Leon, Winston-Salem
 Correll, Leslie James, Kannapolis
 Coxe, James Sherwood, Raleigh
 Creech, Joseph A., Selma
 Dallas, G. L., Leaksville
 Dorton, R. G., Charlotte
 Elam, Paul W., Louisburg
 Elks, Chester A., Scotland Neck
 Faulkner, Edward G., Monroe
 Gamble, Joe Paul, Jr., Monroe
 Garland, Robert G., High Point
 Garris, Robert Lee, Washington
 Gibson, Willie Stephen, Goldsboro
 Gwin, Charles Eugene, Salisbury
 Hawkins, Luther O., Statesville
 Hedrick, Hoyt Carlynn, Monroe
 Hendrick, Ted Holmes, Kannapolis
 Hern, J. A., Valdese
 Hickman, Sam G., Statesville
 Holmes, Ralph T., Statesville
 Horton, Victor Walter, Asheville
 Jenkins, Edmund Thomas, Winston-Salem
 Ketchum, W. L., Jacksonville
 Liske, P. J., Salisbury
 Littlefield, Gary Anderson, Gastonia
 Lovingood, Jack B., Hendersonville
 Matthews, George David, Stoneville
 Matthews, Johnnie Lee, Rocky Mount
 Matthews, Weldon C., Morehead City
 McGhee, Joseph T., High Point
 McGill, J. L., Kings Mountain

McLarty, George, High Point
 McNeill, W. C., Whiteville
 Overton, John Tyler, Southern Pines
 Pearce, Ennis Lee, Rocky Mount
 Pinner, Beaman L., Asheville
 Pinnix, John Marshall, Jr.
 Pollard, Leland V., Burnsville
 Purcell, A. L., Kecoughtan, Va.
 Reeves, Elmer J., Charlotte
 Riddle, Steve W., Burlington
 Royal, J. Weldon, Denton
 Royall, George E., Elkin
 Rumfelt, Jack Norman, Belmont
 Russell, Rufus C., Greensboro
 Seerest, Vann V., Monroe
 Stonestreet, Conrad F., Winston-Salem
 Sumner, Alfred Cooper, Burlington
 Suttle, Julius Albert, Jr., Shelby
 Taylor, Charles Alexander, Mt. Holly
 Taylor, Charlie Celcirt, Saratoga
 Threewitts, George A., Littleton
 Treadwell, John E., Raleigh
 Upchurch, John O., Salisbury
 Viall, Wesley R., Pinehurst
 Vinson, James Thomas, Jr., Goldsboro
 Walters, Chester R., Salisbury
 Wharton, Charles A., Gibsonville

HONORARY MEMBERS

Bowman, Frederick O., Chapel Hill
 Dargavel, John W., Chicago, Ill.
 Graham, Frank Porter, New York, N. Y.
 Holton, Charles William, Essex Falls, N. J.
 Jones, Rowland, Jr., Washington, D. C.
 Noble, Alice, Chapel Hill

STUDENT BRANCH MEMBERS

For the year 1955-1956

Adams, Challie E., Jr., Kannapolis
 Adams, Edward Liddell, Jr., Fayetteville
 Adams, William Robert, Jr., Four Oaks
 Alexander, Benjamin T., Jr., Charlotte
 Allen, Billy Thomas, Raleigh
 Ammons, Dallas Lee, Salisbury
 Andrews, John Warren, Winston-Salem
 Arena, James Edward, Durham
 Austell, Ronald Lowery, Shelby
 Bailey, William Bannon, High Point
 Baker, Ernestine, High Point
 Ball, Harold Lee, Mars Hill
 Ballentine, Lula Sue, Hamlet
 Barber, Ronald Edward, Clinton

Barbour, Joseph Parker, Jr., Burlington
 Barefoot, Loretta Jean, Asheville
 Barger, Charles Glenn, Hickory
 Barringer, John M., Carthage
 Beale, Garland Wood, Jr., Potecasi
 Bender, John Robert, Jr., Winston-Salem
 Bolton, James C., III, Rich Square
 Bostie, Russell A., Pin Hill
 Buie, Wayne Melvin, Winston-Salem
 Bullard, Joanne, Fayetteville
 Bullock, John C., Jr., Chapel Hill
 Bumgardner, Shirley W., West Jefferson
 Butler, James Gene, Morganton
 Butler, Robert Dean, Morganton
 Cameron, Marcus, Sanford
 Carraway, Ernest L., Jr., Williamston
 Carswell, Jill, Spring Lake
 Carter, Lee C., Garland
 Carter, Lewis Harold, Kelford
 Caviness, Edith Ann, Lillington
 Chandler, Peggy Black, Kannapolis
 Chandler, Robert D., Blanch
 Chapman, Donald K., Winston-Salem
 Charles, Fred Richard, Winston-Salem
 Chronister, David Lee, Hickory
 Clay, Albert, Oxford
 Clay, James Baker, Oxford
 Coleman, Robert A., Burlington
 Coley, Walter N., Stem
 Copses, Charles Peter, Charlotte
 Corbett, Freddie L., Selma
 Courts, Ben C., Reidsville
 Cromley, Robert I., Jr., Raleigh
 Crumpler, Wilbur A., Roseboro
 Dawkins, William A., Dunn
 Dean, Clayton Lyerly, Charlotte
 Deaton, Donald J., Mooresville
 Dillard, George J., Willard
 Dixon, Charles Thomas, Winston-Salem
 Doyle, Lewis B., Jr., Roanoke Rapids
 Dunn, Bill Mack, Kannapolis
 Dutton, Gene R., Hickory
 Edmiston, Henry C., Mooresville
 Edmondson, Edwin Wilson, Pinetops
 Evans, Dallas Mason, Greenville
 Evans, Floyd Herbert, Greensboro
 Farrar, Joseph Ernest, Dallas
 Fearing, Woodson Bradford III, Manteo
 Fisher, Lester Jerry, Statesville
 Fleming, Robert E., Jr., Rocky Mount
 Foster, Robert W., Greensboro
 Fraley, Thomas M., Kannapolis
 Freeman, Peter Delon, Asheboro

- Fulton, James Wade, Winston-Salem
Gardner, Ellyn M., Gibson
Graham, Henry Neill, Albemarle
Green, Hazel G., Morrisville
Greene, James S., Glen Alpine
Griffin, Walter Knox, Kings Mountain
Griffin, William Russell, Jr., Old Fort
Haithecock, Jimmy Reid, Mt. Gilead
Hall, Homer Glenn, Jr., Siler City
Harper, Wendell James, Deep Run
Harrell, Ollie Cecil, Colerain
Harrell, Wiley C., Virginia Beach, Va.
Harrington, Gerald Kelly, Sanford
Harrison, Steven Vance, Denton
Heath, Ivey Leinster, Jr., Cove City
Herring, Joseph David, Wilson
Hollowell, Aubrey Ellis, Edenton
Hooper, Fred Lambert, Sylva
Houser, William Edward, Cherryville
Huckaby, Byron Taylor, Winston-Salem
Inabinet, James Lewis, Winston-Salem
Ingram, James Thomas, Roanoke Rapids
Isaac, Douglas W., Marion
Jackson, Sara Alice, Lumberton
Jackson, William Carlton, Lumberton
James, Francis Duke, Mocksville
Johnson, Barbara Ruth, Kinston
Johnson, Dorothy E., Harrells
Johnson, Loretta G., Harrells
Jones, Alpheus, Jr., Warrenton
Joyce, Gladys E., Mayodan
Keenum, Geraldine, Hazelwood
Keever, Zeb Thomas, Jr., Lincolnton
Kelly, Leo C., Jr., Lillington
Kendrick, Melvine C., Spray
King, Van Hill III, Wilmington
Lanier, Billy Worth, Buies Creek
Larson, Verl Allen, High Point
Leary, David Omega, Ahoskie
Leonard, John W., Lincolnton
Lore, Sara Fountain, Sanford
Lowder, James Franklin, Albemarle
Lynch, Robert Jackson, Apex
McCorkle, Mack Elmo, Roxboro
McDonald, Joanne Schell, Wilmington
McDonald, William R., III, Hickory
McNeil, John Parker, Norwood
Manos, Christine Becky, Fayetteville
Marley, Joseph Perkins, Jr., Southern Pines
Marsh, William Luther, Marshville
Mast, William Herndon, Sugar Grove
Meroney, Carl Porter, Murphy
Miller, Donald Joseph, Raleigh
Miller, Seth George, Raleigh
Mitchell, Russell Gray, Roseboro
Montgomery, David W., Greensboro
Morris, Stephen C., Four Oaks
Mueller, Reinhold E., High Point
Nance, Bernie Joe, Salisbury
Nance, John Sanford, Jr., Charlotte
Neal, David Ellison, Kannapolis
O'Daniel, James S., Jr., Hickory
Oldham, James Allen, Chapel Hill
Perkins, Lionel Parker, Jr., S. Boston, Va.
Phifer, Fred Owen, Marshville
Pipes, Janice, Asheville
Polk, John Wayne, Marshville
Ponder, William Norman, Hendersonville
Prevo, James Miller, Thomasville
Proffitt, Bill, Sherwood
Rich, Renus Edgar, Jr., Harmony
Roberts, Stephen Burgin, Marshall
Robinson, Thomas Ruffin, Goldsboro
Rollins, Stuart Wingo, Winston-Salem
Schlagel, Arthur P., Jr., Chapel Hill
Sheek, Mary Sue, Yadkinville
Sherrill, Fred, Jr., Conover
Sloop, Roger Hester, N. Wilkesboro
Smith, Alfred Gene, Elizabethtown
Smith, Joe Ephraim, Connelly Springs
Smith, John Carroll, Elizabeth City
Smith, John Hubert, Jr., Holly Springs
Smith, Patrick Delane, Peachland
Snider, Larry G., Eagle Springs
Soles, Carole Jean, Whiteville
Stevenson, Paul A., Elizabeth City
Thompson, Charles Dale, Snow Camp
Tyler, Jack Loyd, Sanford
Underwood, Maurice Edward, Wilmington
Upchurch, Julian Emmett, Spring Hope
Walker, Paul Morgan, Chapel Hill
Welch, Jane Louise, Washington
Whaley, Hobart, Beulaville
Whitehead, Willis Lee, Chapel Hill
Whitehurst, Paul Adams, Murfreesboro
Williams, Charles Slater, Durham
Williams Guy Coleman, Spring Hope
Williams, James Edward, Rockingham
Williams, Johnny, Durham
Wilson, Carol Bray, Durham
Wilson, Joseph H., Rural Hall
Winstead, Druie Daniel, Jr., Elm City
Woodard, Nancy May, Hamlet
Wright, Walter David, Yadkinville
Zambito, Joseph, Goldsboro

Mrs. P. W. Kendall, president of the NCPA Woman's Auxiliary, is a native of Durham, and also lived for several years in Shelby before Mr. Kendall became associated with Burwell & Dunn, and caused their move to Charlotte. While in Shelby, Mrs. Kendall taught at Gardner Webb Junior College.

In Charlotte she works with the Charlotte Woman's Drug Auxiliary, serving as its president recently. She is a member of the Covenant Presbyterian Church; is active in its choir, as a Circle Bible teacher, and as a member of the Church Visiting Club. She is also active in the Charlotte group of Meredith Alumnae.

The Kendalls have a daughter, JoAnne, who is a student at Meredith, and a son, P. W., Jr., a high school student at Charlotte.

As president of the NCPA Woman's Auxiliary, Mrs. Kendall has worked untiringly, and is now in the process of making detailed plans with her committees for projects and convention activities for the remainder of the year.



MRS. P. W. KENDALL, *President*
Woman's Auxiliary, NCPA



WOMAN'S AUXILIARY OFFICERS 1956-1957—Left to right: Mrs. M. L. Jacobs, Chapel Hill, installing officer; Mrs. P. W. Kendall, Charlotte, president; Mrs. W. D. Welch, Jr., Washington, first vice-president; Mrs. W. H. Burbage, Albemarle, treasurer (resigned); Mrs. Grady Britt, Raleigh, second vice-president; Mrs. G. C. Hartis, Winston-Salem, parliamentarian; Mrs. T. M. Holland, Mt. Holly, secretary; Mrs. D. F. McGowan, Chapel Hill, historian; Mrs. W. P. Brewer, Greensboro, advisor; Mrs. E. R. Fuller, Salisbury, advisor; Mrs. B. R. Harward, Broadway, treasurer (absent). Seated on the extreme right: Mrs. Graham Culbreth of Southern Pines, a past president of the Auxiliary.

WOMAN'S AUXILIARY ROSTER FOR 1956-1957

OFFICERS

<i>President</i>	Mrs. P. W. Kendall, 2126 Cumberland Avenue, Charlotte
<i>First Vice-President</i>	Mrs. W. D. Welch, Jr., Washington
<i>Second Vice-President</i>	Mrs. Grady Britt, 2710 W. Rothgeb, Raleigh
<i>Secretary</i>	Mrs. T. M. Holland, Mt. Holly
<i>Treasurer</i>	Mrs. B. R. Harward, Broadway
<i>Historian</i>	Mrs. D. F. McGowan, Chapel Hill
<i>Parliamentarian</i>	Mrs. G. C. Hartis, 24 Gloria Avenue, Winston-Salem
<i>Advisor</i>	Mrs. E. R. Fuller, 909 Fairmont, Salisbury
<i>Advisor</i>	Mrs. W. P. Brewer, 305 Meadowbrook Terrace, Greensboro

COMMITTEE MEMBERS

Nominating

Mrs. Haywood Jones, *Chairman*
Mrs. J. M. Darlington
Mrs. M. L. Jacobs

Projects

Mrs. Homer Starling, *Chairman*
Mrs. W. L. West
Mrs. Robert White

Publicity

Mrs. James Wolfe, *Chairman*
Mrs. D. D. Claytor
Mrs. Hoy A. Moose

Membership

Mrs. W. D. Welch, *Chairman*
Mrs. Edwin C. Brown
Mrs. J. C. Jackson

Hospitality

Mrs. Grady Britt, *Chairman*
Mrs. W. B. Gurley
Mrs. N. O. McDowell, Jr.

Resolutions

Mrs. Graham Culbreth, *Chairman*
Mrs. Ben Cooper
Mrs. C. E. Page, Jr.

Liaison

Mrs. George Albright, Jr.
Mrs. E. R. Anderson, Jr.
Mrs. Joe Anderson
Mrs. W. M. K. Bender
Mrs. Paul Bisette, Sr.
Mrs. John C. Bullock, Jr.

Mrs. Leon Cahill
Mrs. E. P. Crawford
Mrs. D. R. Davis
Mrs. W. F. Elmore
Mrs. Lester Fisher
Mrs. Paul Gamble
Mrs. H. O. Gammon
Mrs. J. Floyd Goodrich
Mrs. Rush Hamrick, Jr.
Mrs. Ed Haupt
Mrs. R. M. Herring
Mrs. D. D. Hocutt
Mrs. A. Greg Howe
Mrs. Luke Irwin
Mrs. E. R. Kinard, Jr.
Mrs. Everette Kritzer
Mrs. H. E. Lovett
Mrs. Fred Moss
Mrs. Jesse Pike
Mrs. G. R. Pittman
Mrs. F. F. Potter
Mrs. H. N. Rogers, Jr.
Mrs. B. C. Sheffield
Mrs. A. J. Simeone
Mrs. Ralph Smith, Jr.
Mrs. J. T. Stevenson
Mrs. Dean Tainter
Mrs. J. M. Tatum
Mrs. John Terrell, Jr.
Mrs. W. R. Viall, Jr.
Mrs. B. R. Ward
Mrs. C. R. Whitehead
Mrs. J. C. Wolfe
Mrs. W. S. Wolfe

**MINUTES OF THE 29th
ANNUAL MEETING
WOMAN'S AUXILIARY, N.C.P.A.**

MAY 10, 1956

The Twenty-ninth Annual Meeting of the Woman's Auxiliary of the North Carolina Pharmaceutical Association was held on May 10, 1956 at 10 A.M. at the Sir Walter Hotel, Raleigh, N. C. The meeting was called to order by the President, Mrs. W. P. Brewer, and the devotional was given by Mrs. F. F. Potter, Charlotte, N. C. Greetings were extended by Mrs. Grady Britt, Raleigh, N. C., and the response was given by Mrs. W. A. Ward, Swannanoa, N. C. Special music was provided by Mrs. Betty Vaiden Williams, a brilliant young artist who sang old Folk Songs in the manner of the strolling minstrel of Shakespeare's day.

The roll call and reading of the minutes were dispensed with.

Mrs. B. R. Harward, Treasurer, reported a balance of \$457.78 at the present date, but stated that there were still several bills outstanding. The President appointed the following committee to audit the Treasurer's books: Mrs. Edwin R. Fuller, Mrs. W. H. Babbage, and Mrs. Gordon E. Cory.

At this point the Chair appointed a committee to audit the minutes. The committee was composed of the following: Mrs. Ben Harward, Mrs. J. M. Darlington, and Mrs. W. J. Smith.

In the absence of the Parliamentarian, Mrs. Carson Southern of High Point, Mrs. Edwin Fuller reported that at our last annual meeting there was a recommendation from the floor relative to changes in the By Laws. A committee was appointed and, after serious study and due consideration, this committee feels that no changes are necessary at this time.

At this time the President recognized Mrs. Stephen Forrest who made the following presentation:

"Madame President and members of the Woman's Auxiliary of the N. C. P. A., our Executive Board has asked me to perform a most pleasant function. I am sure all of us feel that this is something which should have been done a long, long time ago, and I cherish the honor our President

has bestowed on me by asking me to speak for all of us.

I hold in my hand the highest honor we can bestow on one of our members. A Life Membership in the Woman's Auxiliary, North Carolina Pharmaceutical Association, in recognition of outstanding service. All of us have benefited from these many outstanding services but especially those of us who have worked with her and leaned on her in any type of executive position. She has been the back-bone of the Auxiliary, the right arm of each President and a living encyclopedia for the Association.

She seeks not fame, but deserves the highest praise.

She is our fellow worker, our counselor and our inspiration.

It is with much pleasure that I ask Vivian Spradlin Smith to come forward to accept this token of our great love and high esteem from your fellow members. We love you and we thank you."

Mrs. W. D. Welch, Jr., Washington, N. C., Historian, asked for relics to be placed in our History Room at Chapel Hill. The Scrapbook for 1955 was on display.

STANDING COMMITTEE REPORTS

Executive: Mrs. Graham Culbreth

Four meetings of the Executive Board have been held during the year: the first one at the O'Henry Hotel at the conclusion of the business meeting after the new officers had been installed. This meeting was primarily for the purpose of introducing new Board members to the old and for getting acquainted.

The second meeting was held at the Institute of Pharmacy on August 16. It was voted to give Mrs. W. J. Smith \$25 to cover the expense of extra kitchen help. Mrs. Brewer, President, gave an explanation of a reserve fund for the Auxiliary that arose when Mrs. Graham Culbreth set the precedent of turning over the \$35 sum allotted her for expenses incurred in executing her duties as President of the State Auxiliary to the Auxiliary. Mrs. Edwin Fuller followed this precedent, adding \$15 to this amount. Mrs. Brewer thanked these ladies for this generous contribution. Following the re-

commendation of the Nominating Committee, Mrs. Brewer appointed the following committee to study our Constitution relative to making certain changes in the election of officers: Mrs. Carson Southern, Mrs. Edwin Fuller, and Mrs. Graham Culbreth. The President suggested that it would be most helpful to have the First Vice President automatically accept the Presidency upon the completion of her term as First Vice President.

The third meeting of the Executive Board was held in Chapel Hill on January 25, 1956. On a motion made by Mrs. Fuller, it was voted to present a check in the amount of \$100 to Mrs. W. J. Smith in appreciation of the work she does for this Auxiliary. It was voted that we continue the reserve fund, and that each year we place in this fund all money in excess of expenses. It was voted to give \$100 of the amount received for State dues to the School of Pharmacy for a locked cabinet to be placed in the Library of the School. The Auxiliary voted to give the balance of monies received to the Institute of Pharmacy to apply against the purchase of an Air Conditioning System. It was voted to keep registration fees for the 1956 State Convention the same as last year, namely: \$2 for members; \$5 for visitors. Upon the suggestion of the Projects Chairman, Mrs. William Felton Elmore, it was voted to adopt the Mystery Boxes as our project again this year.

The final meeting of the Executive Board was immediately preceding the Convention in Raleigh. There was a brief discussion regarding making Mrs. W. J. Smith a Life Member of the Auxiliary. The President had previously contacted each of the Board members by mail and had received their approval for this action. Unanimous approval was given by the Board.

Hospitality: Mrs. P. W. Kendall

Mrs. Kendall reported that cards or notes were sent to thirty-eight members during the year.

Membership: Mrs. Leon Cahill

State Members—525

Convention Attendance—230

Resolutions: Mrs. W. H. Burbage

Whereas, officers and committee members

of the Woman's Auxiliary have made personal sacrifices in order to carry on the work of this organization during the past year, and

Whereas, there have been major accomplishments made through their efforts, and

Whereas, they are passing on to their successors an even stronger and more successful Auxiliary, therefore

Be It Resolved that a vote of thanks be extended to them by the membership gathered here.

Whereas, women connected with various phases of Pharmacy in Raleigh and vicinity have given of time and means to the success of this convention, and

Whereas, through their efforts we have been, and are being royally entertained, therefor,

Be It Resolved that we, the members of the Woman's Auxiliary of the N. C. Pharmaceutical Association give them a rising vote of thanks.

Whereas, many manufacturers and wholesalers have contributed prizes and sponsored special entertainment events for us during our stay in Raleigh, and

Whereas, both the N. C. P. A. and the T. M. A. have included us in their elaborate convention planning, therefore

Be It Resolved that our sincere thanks be extended to them for their kindness and generosity.

The Resolutions were voted upon separately and accepted.

Fublicity: Mrs. J. W. Harrison

Mrs. Harrison reported that 555 copies of "DOINGS" were mailed to members in October, 1955, and again in April, 1956.

Project: Mrs. W. F. Elmore

Sale of Mystery Boxes at the 1956 Convention netted \$198.15.

Nominating: Mrs. C. D. Blanton

This committee composed of: Mrs. Blanton, Kings Mountain, Mrs. C. H. Smith, Charlotte, and Mrs. Jack McAdams, Burlington, presented the following slate of officers for 1956-1957, which was accepted:

President—Mrs. P. W. Kendall, Charlotte
First Vice President—Mrs. W. D. Welch, Washington

Second Vice President—Mrs. Grady Britt, Raleigh

Secretary—Mrs. T. M. Holland, Mount Holly

Treasurer—Mrs. W. H. Burbage, Albemarle

Historian—Mrs. David McGowan, Chapel Hill

Parliamentarian—Mrs. G. C. Hartis, Winston-Salem

Advisors—Mrs. W. P. Brewer, Greensboro
Mrs. E. R. Fuller, Salisbury

Greetings were extended by Mr. W. B. Gurley, President N. C. P. A., who expressed his gratitude to the women for bringing their husbands to this meeting; Dean E. A. Brecht, of the School of Pharmacy; and Mr. J. M. Darlington, President of the T. M. A. Wives of these men were recognized at this time, as was Miss Alice Noble of the School of Pharmacy.

LOCAL AUXILIARY REPORTS

Winston-Salem—President, Mrs. Bruce Woosley

This group meets the first Thursday of each month. They have 55 local members, 47 of these being State members, and 1 life member. With one fund raising project, a bridge party and fashion show, the members were able to contribute \$125 to the Scholarship Fund; and \$100 to be divided equally between the Institute and the School of Pharmacy.

Wilmington—President, Mrs. P. H. Heaton, Jr.

In the absence of Mrs. Heaton, her report was read by Mrs. W. R. Adams. This Auxiliary has 19 paid members and contributed \$50 to the Institute of Pharmacy. The group contributed many hours to the Salvation Army.

Raleigh—Mrs. Grady Britt, President

Starting with 45 members, the Raleigh Auxiliary wound up the year with nine new members, making a total of 54. Members worked at two projects, the sale of plastic bags and a bake sale, which netted them \$120. Members pledged and paid an additional \$157. The Scholarship Fund received \$150, and the Institute of Pharmacy \$75. Officers for 1956-1957 are:

President—Mrs. W. F. Elmore

Vice President—Mrs. R. L. Brown

Secretary—Mrs. B. R. Murray

Treasurer—Mrs. Graham Gregory

Reporter—Mrs. R. T. White, Jr.

Pharmacy Wives—President, Mrs. John W. Andrews

This auxiliary is made up of wives of students enrolled in the Pharmacy School. Two meetings per month are held, with \$2 per year dues. In order to raise money this year they held a bake sale and made \$43.25. Lifetime memberships were awarded two of their members, Mrs. Viola Jacobs—wife of the late Dean Jacobs of the School of Pharmacy—and Miss Alice Noble—Librarian and Archivist of the Pharmacy School. A check in the amount of \$50 was presented to the Scholarship Fund.

Lizzie Hancock—President, Mrs. D. O. Langston

This auxiliary is a four county group consisting of Warren, Vance, Franklin, and Granville counties, with 23 paying members. They meet once a year, and this year contributed to the air conditioning system for the Institute.

High Point—President, Mrs. Osgood Kight
No report

Greensboro—President, Mrs. W. E. Davis

Active membership of this auxiliary totals 54 members. The budget was raised by means of a benefit bridge and the sale of candy and Christmas cards. The group contributed \$225 to the Scholarship Fund, \$150 to the Institute of Pharmacy, and \$50 to the School of Pharmacy library to be used where best suited.

Charlotte—President Mrs. G. B. Cheek

Charlotte auxiliary has a paid membership of 72, and 6 honorary Life Members.

Receipts from projects and	
membership dues:	\$1,023.81
Disbursements:	895.18
	<hr/> \$128.63

A sum of \$732.75 was raised at a Benefit Bridge party. The group contributed \$225 to the Charlotte Woman's Druggist Auxiliary Scholarship Fund; \$225 to the Grace K. Edwards Scholarship Fund; \$100 to the School of Pharmacy, and \$75 to the Institute of Pharmacy.

Alamance—President, Mrs. Park Webster

The 28 members of this auxiliary raised the money for their project by means of a Christmas bazaar, and contributed \$50 towards the air conditioning system for the Institute.

Asheville—President, Mrs. T. D. Bennett

This auxiliary has 25 paid members and 2 Life Members. A benefit bridge was the method by which they raised money to contribute \$50 to the Student Loan Fund and \$25 to the Orthopedic Hospital.

Mrs. Leon Cahill, First Vice President, took the chair while the President gave her report.

PRESIDENT'S REPORT

It has been a most interesting and joyful year, a privilege and an honor serving as your President. It's hard to believe that the year is almost over.

Shortly after the new officers were elected an executive meeting was held in Greensboro so that the members could become acquainted. Within two months the Committee Chairman and Committee Members had been appointed. On August 16, 1955 the Executive Board held a meeting in the morning and was served a delicious and lovely luncheon at the Institute of Pharmacy. There were 44 in this group. Afterwards, there was a meeting of the State Officers, the Local Club Officers, and Committee Chairmen where the local Presidents exchanged ideas and plans for the coming year. Dr. Trela D. Collins gave a humorous as well as inspirational talk.

On November 15, Dean E. A. Brecht and Miss Alice Noble invited my husband and me to visit the School of Pharmacy. It was a most educational trip for us and we urge each of you to visit the School whenever you can. We realized more and more how badly we need a new School of Pharmacy building.

On November 15-17th it was my pleasure to represent the Auxiliary at the Seminar at the Institute of Pharmacy on "Modern Pharmaceutical Practice" where the Pharmacists' Wives were very delightfully entertained.

On January 25, 1956 the Executive Board met at the Institute of Pharmacy where it

was voted to give \$100 of the amount received for State dues to the School of Pharmacy for a locked cabinet to be placed in the Library of the School. The Board voted to give the balance of monies received to the Institute of Pharmacy to apply to the purchase of an Air Conditioning System.

It was also voted to have Mystery Boxes as the project for the Auxiliary to be sold at three different prices at the Convention. A total of \$198.15 has been realized from this project.

The Endowment Principle of our Scholarship Fund is \$6,492.81 and the amount of the Scholarship for this past year was \$275.00. The recipient of this Scholarship is a very deserving four year student who we are sure will make an excellent future Pharmacist.

The Reserve Fund now stands at \$355.25. The Student Emergency Loan Fund has been very successful. It is a joy to know that we can give this most needed help to Pharmacy students at the time when they need it most.

It was indeed a pleasure and a privilege to represent your Auxiliary at:

The Justice Drug Company Banquet for the Graduating Class at the School of Pharmacy in May, 1955.

The Charlotte Auxiliary in October.

The Asheville and High Point Auxiliaries in February.

The Burlington-Alamance, Greensboro, and Lizzie Hancock in March.

Raleigh and Winston-Salem in April.

The President's file was brought up to date and all the first names of the members that were learned were added to the file.

I would like to recommend:

That the Vice-President of the Auxiliary study the workings of the President for a year before taking office of the President.

That the Executive Board consider the feasibility of raising the Woman's Auxiliary Scholarship from \$275 to \$300 since sufficient interest has been earned to make this possible.

That each of you talk with or write to your Representative in Raleigh, and the

President of the University of North Carolina urging them for appropriations for a much needed new School of Pharmacy building.

That a Liaison Committee be formed to coordinate work of the state auxiliary and the local auxiliaries. This committee would be composed of presidents of the local auxiliaries together with members to serve in towns where there is not a local auxiliary. These committee members would be responsible for dissemination of information from the state auxiliary to members in her city. She would be asked to do any necessary contact work regarding such state duties as membership, projects, etc. She would be expected to enlist the assistance of other members of the state auxiliaries, provided her city is large enough to indicate this.

Whatever work has been accomplished this year—the thanks go to the wonderful efforts of all the fine Officers, Committee Chairmen, and members who have given their fullest cooperation. To say "Thank you" isn't enough to Mrs. W. J. Smith. She is truly a wonderful friend and worker for this Auxiliary. She has given most generously of her time and energy and if I were permitted to present medals I would give Vivian "one for service above and beyond the call of duty."

A medal would also be in order for the Convention Chairman, Mrs. Homer Starling and her Committee Chairman and members. It is truly a wonderful Convention and we all extend our sincere thanks and gratitude to all of you who have done so much for us.

It has been a most interesting and joyful year. Your friendships—some old and some new—have meant far more to me than I could ever tell you. It's been an honor and a pleasure to visit with your Clubs, and invitations into your homes have been a genuine joy. I appreciate and shall never

forget your many kind gestures. I shall always cherish your kindness, love and interest, and this past year will always be remembered as a wonderful year for me as your President.

The following words I feel very deeply within my heart:

"Because of you I have found joys that were never mine before;

And new stars have lightened my path
With treasured friendships growing more
and more.

In our Drug Auxiliary, it's the hand-
clasps, the word, the smile

That seem to do the most and help the
most

To make our world worthwhile."

The new officers were installed by Mrs. M. L. Jacobs, Chapel Hill.

The President thanked the pages of the Convention—Mrs. Robert L. Brown, Mrs. Ralph E. Woodcock, Mrs. Joe Gillespie and Mrs. Romas T. White.

A motion was made to express our appreciation to Parke, Davis & Company for lending the Convention their "History of Pharmacy," a fine collection of oil paintings.

Mrs. B. R. Harward presented Mrs. Brewer with a gift of silver from the Auxiliary as a token of thanks and appreciation for her work during the year.

Upon the motion from the floor by Mrs. John C. Hood, it was voted to send appropriate notification to the following absent members: Mrs. Clyde Eubanks, Mrs. James B. Bowers, Mrs. Phil Gattis, Mrs. Tom J. Ham, Jr., and Mrs. J. A. Weatherford.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Mrs. Gordon E. Cory, Secretary

Corrected and approved, Committee on Minutes, Mary W. Darlington (Mrs. J. M.), Vivian S. Smith (Mrs. W. J.), Eleanor J. Harward (Mrs. Ben R.)

(After all receipts were in—and all bills paid, the treasurer submitted the following report to the Auditing Committee for correction and/or approval.)

Schedule A

RECEIPTS

1955	
July 25—Mrs. Leonard Crumpler, Treas. 1954-55.....	\$ 171.90
1956	
May 8—Mrs. Leon Cahill (Membership dues).....	536.00
Complimentary Life Memberships (5).....	.00
May 10—Sales of Mystery boxes.....	198.15
May 10—Convention Registration	
Members 230 @ \$2.00.....	460.00
Visitors 7 @ \$5.00.....	35.00
Guests—complimentary—13	
May 10—Local Auxiliary Contributions	
Asheville—Student Loan.....	50.00
Burlington-Alamance—Institute Pharm.....	50.00
Charlotte—	
Charlotte Aux. Scholarship.....	225.00
Grace K. Edwards Scholarship.....	225.00
Institute of Pharmacy.....	75.00
School of Pharmacy.....	100.00
Greensboro—	
Institute of Pharmacy.....	150.00
School of Pharmacy.....	50.00
* Greensboro Aux. Scholarship (pledge).....	225.00
High Point—Institute of Pharmacy.....	25.00
* Lizzie Hancock—Institute of Pharmacy.....	15.00
Pharmacy Student Wives—	
Institute of Pharmacy—2 trays.....	
School of Pharmacy—Scholarship.....	50.00
Raleigh—	
School of Pharmacy Scholarship.....	150.00
Institute of Pharmacy.....	75.00
Sandhill—School of Pharmacy.....	10.00
* School of Pharmacy.....	1.00
Wilmington—Institute of Pharmacy.....	50.00
Winston-Salem—	
School of Pharmacy.....	50.00
Institute of Pharmacy.....	50.00
*June 8—Mrs. W. P. Brewer—For Reserve Fund.....	35.00
TOTAL CASH RECEIPTS (THRU TREASURER'S ACCOUNT AND DIRECT.).....	\$3,062.05

*These checks were not run through the Woman's Aux. Bank Account since they were made payable to recipient direct.

Schedule B

DISBURSEMENTS

MISCELLANEOUS:	
Convention Expenses.....	\$ 363.02
Mrs. W. P. Brewer—President's Allowance.....	\$ 35.00
Committee's Expenses.....	79.33
Auxiliary stationery.....	26.00
Institute of Pharmacy—kitchen help.....	25.00
Gift of Appreciation—Mrs. W. J. Smith.....	100.00
Certificates.....	10.50
Service charges.....	3.72
TRANSFER OF CONTRIBUTIONS	
To School of Pharmacy	
Contributions and Scholarships indicated above.....	1086.00
From State dues.....	100.00
To Institute of Pharmacy	
Contribution as indicated above.....	490.00
Mystery boxes.....	198.15
From dues.....	305.75
To Student Emergency Loan.....	50.00
To Reserve Fund—From President.....	35.00
TOTAL DISBURSEMENTS AND TRANSFER OF FUNDS.....	\$2,907.47
CASH TRANSFERRED TO TREASURER FOR 1956-1957.....	\$ 154.58
Reserve Fund—Building & Loan Stock.....	390.25
TOTAL CASH AND INVESTMENTS.....	\$ 544.83

Note: In addition to cash received during the year, two hammered aluminum trays were given to the Institute of Pharmacy by the Pharmacy Student Wives of Chapel Hill.



LIFE MEMBERS

Mrs. J. Gordon Ballew, Kentwood Park, Lenoir

Mrs. James B. Bowers, 3401 Hawthorne Drive, Richmond, Va.

Mrs. M. L. Jacobs, 14 Westwood Drive, Chapel Hill

Mrs. I. W. Rose, Village Apartments, Chapel Hill

Mrs. W. J. Smith, Box 151, Chapel Hill

Mrs. H. P. Watson, 700 Miller Street, Winston-Salem

MEMBERS FOR 1956-1957

Adams, Mrs Wilbur R., Carolina Beach

Albright, Mrs. G. B., Jr., Salisbury

Alphin, Mrs. R. L., Weldon

Anderson, Mrs. E. R., Jr., High Point

Anderson, Mrs. E. R., Sr., High Point

Anderson, Mrs. Joe, New Bern

Andrako, Mrs. John, Richmond, Va.

Andrews, Mrs. C. M., Burlington

Andrews, Mrs. J. P., Winston-Salem

Andrews, Mrs. John W., Winston-Salem

Arnold, Mrs. B. D., Raleigh

Ashworth, Mrs. Ralph, Fuquay Springs

Auckland, Mrs. L. E., Raleigh

Ball, Mrs. J. H., Winston-Salem

Barbour, Mrs. A. F., Burlington

Barbour, Mrs. Joe P., Burlington

Barbour, Mrs. T. A., Burlington

Barnett, Mrs. Frank, Jr., Henderson

Barnett, Mrs. Jimmie, Henderson

Barnette, Mrs. J. G., Sanford

Barnhardt, Mrs. L. E., Charlotte

Barrett, Mrs. Hugh M., Burlington

Barrett, Mrs. R. E., Burlington

Beaman, Mrs. C. A., Asheville

Beaty, Mrs. S. A. Charlotte

Bell, Mrs. F. R., Beaufort

Bender, Mrs. W. M. K., Fayetteville

Bennett, Mrs. T. D., Asheville

Bennick, Mrs. J. W. Charlotte

Benson, Mrs. Ernest, Sr., Wilmington

Berryhill, Mrs. W. I., Raleigh

Best, Mrs. J. H., Greensboro

Biberstein, Mrs. Robert, Charlotte

Bishop, Mrs. H. T., Wilmington

Bissette, Mrs. Paul, Jr., Wilson

Bissette, Mrs. Paul, Sr., Wilson

Bizzell, Mrs. H. L., Charlotte

Blackman, Mrs. H. G., Charlotte

Blanton, Mrs. C. D., Kings Mountain

Bolinger, Mrs. C. E., Asheville

Bolton, Mrs. R. B., Rich Square

Boone, Mrs. D. L., Sr., Durham

Boswell, Mrs. J. E., Asheville

Bowen, Mrs. T. W., Wilmington

Bowers, Mrs. Gamble II, Richmond, Va.

Boyd, Mrs. S. B., Mt. Olive

Brantley, Mrs. W. C., Winston-Salem

Brecht, Mrs. E. A., Chapel Hill

Brege, Mrs. H. W., Raleigh

Brewer, Mrs. W. P., Greensboro

Brisson, Mrs. Sam P., Belmont

Britt, Mrs. Grady, Raleigh

Brockwell, Mrs. J. R., Raleigh

Brooks, Mrs. Frank G., Siler City

Brooks, Mrs. F. G., Jr., Siler City

Brookshire, Mrs. James Winston-Salem

Brown, Mrs. B. C., Wilmington

Brown, Mrs. Edwin C., Asheville

Brown, Mrs. H. S., Goldsboro

Brown, Mrs. Robert, Raleigh

Browning, Mrs. W. B., Littleton

Bryan, Mrs. George, Raleigh

Bryan, Mrs. J. E., Lumberton

Buchanan, Mrs. E. W., Greensboro

Buchanan, Mrs. G. G., Greensboro

Buffaloe, Mrs. John, Raleigh

Buhmann, Mrs. Walter, Asheville

Bullock, Mrs. John C., Chapel Hill

Bullock, Mrs. L. P., Jr., Wilson

Bunch, Mrs. L. E., Goldsboro

Burbage, Mrs. W. H., Albemarle

Burgiss, Mrs. T. R., Sparta

Burwell, Mrs. W. A., Raleigh

Cagle, Mrs. C. V., Greensboro

Cahill, Mrs. Leon, Winston-Salem

Caldwell, Mrs. Earle, Lumberton

Calhoun, Mrs. R. M., High Point

Cameron, Mrs. Marcus, Hickory

Campbell, Mrs. Charles, Maiden

Campbell, Mrs. Rowe, Taylorsville

Canaday, Mrs. M. S., Four Oaks

Cannady, Mrs. Marshall, Oxford

Carmel, Mrs. H. L., Fayetteville

Carroll, Mrs. G. L., Wilmington

Carter, Mrs. Leo H., High Point

Carter, Mrs. R. E., Wilmington

- Caruthers, Mrs. M. R., Raleigh
Casteel, Mrs. James R., Durham
Cates, Mrs. J. M., Jr., Ramseur
Cheek, Mrs. G. B., Charlotte
Civil, Mrs. J. K., Charlotte
Clarkin, Mrs. J. R., Jr., Hamlet
Claytor, Mrs. D. D., Greensboro
Cline, Mrs. F. Herman, Charlotte
Cobb, Mrs. Raymond, Charlotte
Cocolas, Mrs. George, Philadelphia, Pa.
Coghill, Mrs. Henry, Rocky Mount
Coleman, Mrs. R. A., Reidsville
Collins, Mrs. Ben, Greensboro
Compton, Mrs. J. W., Salisbury
Conyers, Mrs. Z. V., Greensboro
Cooksey, Mrs. Annie B., Winston-Salem
Cooper, Mrs. Ben, Chapel Hill
Copeland, Mrs. R. R. Ahoskie
Cory, Mrs. Gordon, Greensboro
Council, Mrs. C. T., Durham
Covington, Miss Geraldine, Ellerbe
Cox, Mrs. A. G., Durham
Cox, Mrs. Rupert, Raleigh
Coxe, Mrs. J. S., Raleigh
Crabtree, Mrs. E. P., Jr., Winston-Salem
Crawford, Mrs. E. P., Lenoir
Creech, Mrs. J. L., Smithfield
Creech, Mrs. L. R., Oxford
Creech, Mrs. W. Grover, Selma
Cromley, Mrs. R. I. Raleigh
Crouch, Mrs. L. G., Asheville
Crumpler, Mrs. L. H., Raleigh
Crutchfield, Mrs. T. G., Greensboro
Culbreth, Mrs. Graham, Southern Pines
Daniel, Mrs. E. C., Zebulon
Darlington, Mrs. J. M., Winston-Salem
Davis, Mrs. C. E., Jr., Winston-Salem
Davis, Mrs. D. R., Williamston
Davis, Mrs. W. E., Greensboro
Davis, Mrs. W. R., Jr., Whiteville
Dawkins, Mrs. W. A., Jr., Dunn
Day, Mrs. Harold, Spruce Pine
Dayvault, Mrs. F. W., Lenoir
Dean, Mrs. Fletcher, Lumberton
Dean, Mrs. M. J., Charlotte
Dement, Mrs. W. T., Oxford
Diggett, Mrs. H. W., Raleigh
Dixon, Mrs. Walter, Charlotte
Dollar, Mrs. A. C., Winston-Salem
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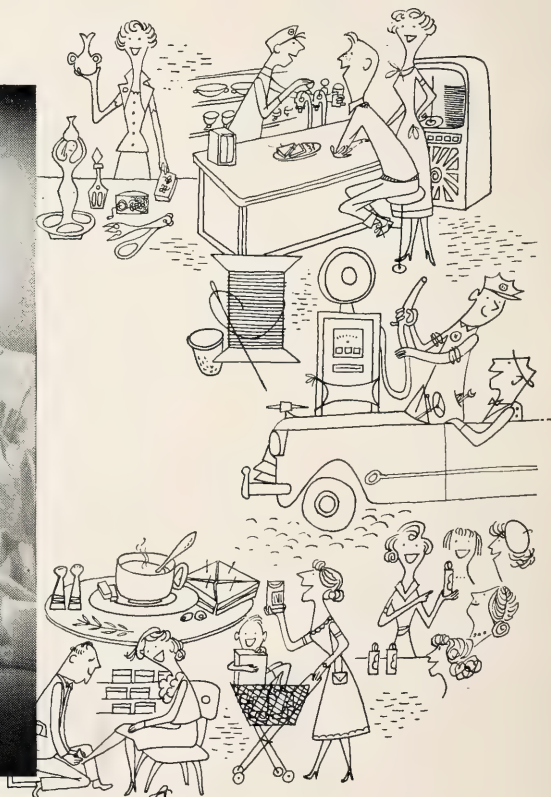
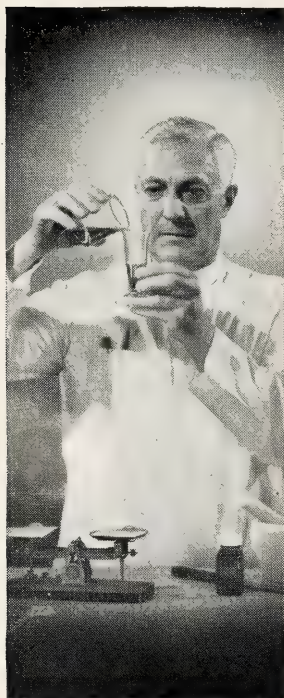
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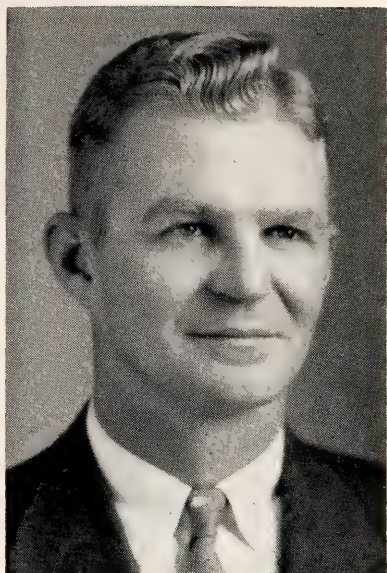
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STEPHEN T. FORREST, *President*
Traveling Men's Auxiliary

Mr. Forrest, installed as president of The Traveling Men's Auxiliary of the NCPA at the TMA's business session in Raleigh, heads one of the largest organizations of its type in this country.

Three hundred and eighteen regular and fourteen life members of the TMA are constantly working to better the economic position of the pharmacist in North Carolina.

A vice-president of The Justice Drug Company, Greensboro, Mr. Forrest will assist in the convention arrangements now being planned for Charlotte (May of 1957) and will preside at the TMA annual business session.



OFFICERS OF THE TRAVELING MEN'S AUXILIARY, 1956-1957. Seated (left to right) J. Floyd Goodrich, secretary-treasurer; R. C. NeSmith, vice-president; Stephen T. Forrest, president; and J. M. Darlington, immediate past president. Standing (left to right) R. L. White, Leon Kimball, R. H. Brownie and C. R. Williamson, members of the board of governors.

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NORTH CAROLINA BOARD OF PHARMACY

MAY 1, 1955 - APRIL 30, 1956

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THE GOVERNOR OF NORTH CAROLINA

Wade A. Gilliam, Winston-Salem.....	Term expires April 28, 1956
Frank W. Dayvault, Lenoir.....	Term expires April 28, 1957
Roger A. McDuffie, Greensboro.....	Term expires April 28, 1958
H. C. McAllister, Chapel Hill.....	Term expires April 28, 1959
Robert Neal Watson, Sanford.....	Term expires April 28, 1960

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SEVENTY-FIFTH ANNUAL REPORT

OF THE

NORTH CAROLINA BOARD OF PHARMACY

Chapel Hill, N. C.

May 1, 1956

To His Excellency,
Governor Luther H. Hodges
Raleigh, N. C.

Dear Sir:

We are pleased to submit to you and to the North Carolina Pharmaceutical Association the Seventy-Fifth Annual Report of the North Carolina Board of Pharmacy, in compliance with Section 90-57 of the General Statutes of North Carolina. This report contains the proceedings of the Board for the fiscal year ending April 30, 1956.

ADMINISTRATIVE AND MEETINGS

The office of the Board has been continued at the Institute of Pharmacy, 109 Church Street, in Chapel Hill, where office space, meeting rooms and an auditorium for ex-

aminations have been provided without charge. The Board continues to contribute \$50.00 per month toward the cost of utilities and janitor service.

The School of Pharmacy at the University, as in the past, has made available without charge laboratories and equipment, lecture rooms and conference rooms for the examination of candidates.

Some changes have occurred in the personnel of the Board during the year. It will be recalled that President Gilliam decided on the advice of his physician not to run for reelection as a member of the Board last year. His term on the Board expired on April 28, 1956. Mr. Moss Salley, Jr., of Asheville, was elected to succeed Mr. Gilliam. Mr. Dayvault was elected to serve as president until the regular election of Board officers in June.

The officers of the Board are:

President.....Frank W. Dayvault
Vice-President.....R. N. Watson
Secretary-Treasurer.....H. C. McAllister

Other members of the Board are:

Roger A. McDuffie and Moss Salley, Jr.

Other employees of the Board are:

Attorneys.....F. O. Bowman and
J. Ruffin Bailey
Inspectors.....T. H. May (on leave) and
V. L. Smith

At this point the Board desires to make special mention of the outstanding service to the people of North Carolina and to the profession of pharmacy that Mr. Gilliam has made during his ten years as a member of the Board of Pharmacy. During his two terms of office the Board has held 81 meetings. He has attended all but 3 of these, and absence on these occasions was due to illness. Many of these meetings have extended through as many as five days each. In addition, he has represented the Board at numerous National and District meetings of the National Association of Boards of Pharmacy. He has also represented the Board on many committees of the North Carolina Pharmaceutical Association. He served as President of the Board from April 21, 1949, to June 21, 1951, and from May 20, 1952, until April 28, 1956. In all of these capacities he has brought honor to himself as a result of his faithful service. This has not been done without sacrifice both of time and money.

Honesty and integrity, industry with will-
ingness, cheerfulness with dignity, friendli-
ness with understanding—all of the at-
tributes that are embodied in a Christian
personality can truly be ascribed to Mr.
Gilliam. It is with a sense of great loss
that we see him retire from membership
on the Board. As a small token of apprecia-
tion for his outstanding service, the Board
desires to present him with this certificate
which states:

*To all whom these presents shall come,
greetings:* Be it known that Wade Axton
Gilliam having honorably and faithfully
fulfilled the duties and obligations of mem-
bership on the North Carolina Board of
Pharmacy from April 28, 1946, to April
28, 1956, is given this Certificate in recogni-
tion of his meritorious service to the public

and to the profession of Pharmacy. Given
this the 9th day of May, 1956.

As stated above, Mr. W. Moss Salley, Jr.,
was elected to succeed Mr. Gilliam as a
member of the Board. This new member is
well known to many of you. His training
and experience coupled with his interest
and enthusiasm make him well qualified
to assume his new duties. The Board antici-
pates with satisfaction the contributions he
will make to its work and with pleasure
future associations with him.

In July, 1955, Mr. Wm. M. Storey, who
served with the Board as Inspector and
Attorney since April, 1950, was elected
Executive Secretary of the North Caro-
lina Bar Association. In order to accept this
appointment it was necessary for him to
relinquish his work with the Board where
he served so well. The Board desires to
acknowledge its appreciation for the fine
service which he rendered during his more
than five years of association with it, and
to extend every good wish for his future
success.

In August of 1955, Mr. J. Ruffin Bailey
of Raleigh was employed to succeed Mr.
Storey. Since that time he has demonstrated
a high capability for advising the Board
on the varied problems confronting it and
for assisting the Board generally in the
performance of its functions. The Board
considers itself fortunate to have the serv-
ices of Mr. Bailey.

In May of 1955 Inspector T. H. May
requested a leave of absence due to ill
health, which leave was granted and still
remains in effect. The Board looks for-
ward to having him resume work in the
near future.

During the year eleven meetings of the
Board were held. All were at the office of
the Board except the March meeting, which
was held at the Robert E. Lee Hotel in
Winston-Salem and the August meeting,
which was held in Asheville. They were
as follows:

May 10, 1955	November 15, 1955
June 20, 1955	January 17, 1956
July 19, 1955	February 23, 1956
August 21, 1955	March 20, 1956
September 20, 1955	April 17, 1956
October 18, 1955	

As usual, examinations for licenses to practice pharmacy were held at the June and February meetings. In addition, a special examination meeting was held in November at which only the practical examination was given.

The Board continues the policy of inviting pharmacists to the monthly meetings as visitors. During the year 28 have attended. It is hoped that even more will be present at the future meetings since it is felt that this is the best way whereby pharmacists can come to understand the problems facing the Board and the profession. The constructive criticisms of these pharmacists have been helpful to the Board in developing more effective procedures. This has been especially true in regard to law enforcement. It has been stated that the attainment and maintenance of full, strict compliance with the pharmacy laws is just as much the responsibility of each individual pharmacist as it is of the Board. This being true, we shall look forward to having even greater numbers attend our meetings.

For the purpose of working toward uniform standards of licensure and practice and thereby promoting the free interchange of licensure among the several states and territories, the Board has continued its membership in the National Association of Boards of Pharmacy. Two members attended the 1955 annual convention of this Association. All members attended the District No. 3 meeting which was held in Asheville in conjunction with the American Association of Colleges of Pharmacy. No members attended the 1956 convention of the N.A.B.P., which was also held during this fiscal year.

The State Bureau of Investigation is charged with the original but not exclusive jurisdiction over the enforcement of the State Uniform Narcotic Act. The Board of Pharmacy also shares in the responsibility for its enforcement. Splendid cooperation has developed between these two Agencies in this enforcement program. Any drug law enforcement is a complicated process. In the arrangement which exists between the S.B.I. and the Board, each handles that aspect of the enforcement pro-

gram that is best suited to its facilities and personnel. Much progress has been made during the past year toward eradicating illegal narcotic drug traffic in the State. The Board desires to express its appreciation to the S.B.I. for its cooperation during the year and to assure the Board's support in the program in the future.

One aspect of the enforcement program of the Uniform Narcotic Act which is currently receiving considerable attention is that relating to the procedure of telephoning prescriptions for narcotic drugs. It has been estimated that 80% of the narcotic drugs found in illegal channels originate at a legal source. This situation has resulted, for the most part, not from any criminal intent but from laxness on the part of physicians and pharmacists in handling narcotic drugs. In a great many instances—one might even say in most instances—the telephone procedure contributes no small part to this laxness.

Prior to the last session of the General Assembly it was illegal to dispense narcotic drugs pursuant to telephone authorization. In spite of this fact, it was general practice for the physicians to telephone prescriptions for narcotic drugs, which prescriptions were later forwarded to the physician to be signed. This arrangement became well established during the war years, and, indeed, many who have engaged in it since appear to be unaware of its illegal nature. In spite of its convenience, especially for the physician and the patient, the arrangement lends itself to abuse.

During the last session of the Legislature the Uniform Narcotic Act was amended to permit the telephoning of prescriptions for narcotic drugs which possess little or no addiction liability. The Board has circulated detailed information to each pharmacy in the State describing the procedures permitted under the law as well as a list of the narcotic drugs to which the procedure applies. This change in the law has effected considerable relief for the pharmacist. In order for it to be effective, however, he must receive the complete cooperation of the practitioner. Recently it has been found that either through a lack of understanding or a disregard for the requirements of the

law so-called hard narcotics, e.g., morphine, pantopon, etc., continue to be dispensed pursuant to telephoned prescriptions. It should be emphasized here that the pharmacist bears an equal responsibility with the practitioner in the distribution of narcotic drugs. Where these latter conditions continue to exist, it is incumbent upon the pharmacist and the practitioner to come to an understanding as to what the requirements of the law are and to see that they are observed. The list of drugs which are subject to the telephone procedure is compiled at the discretion of the Federal Commissioner of Narcotics. Warning has already been served that the present list is subject to revision in the event that the telephone procedure is abused.

Some of the conditions that must be met in order to comply with the requirements of the statutes might well be listed here:

1. Narcotic drugs must be prescribed and dispensed in good faith in the course of professional practice only and not for the purpose of evading the requirements of the Act.
2. The prescription must be dated and signed by the person prescribing (except those drugs subject to the telephone procedure) on the day when issued and shall bear the full name and (full) address of the patient for whom the narcotic drug is prescribed, and the full name, address and registry number of the person prescribing. (It should be noted that the word "city" has been declared not to be an address.)
3. The pharmacist filling the prescription should write the date of filling and his own signature on the face of the prescription and file it for a period of two years. (The pharmacy law requires all prescriptions to be kept for 5 years.)
4. Narcotic drugs subject to the oral (telephone) procedure must meet all of the above requirements except that prescriptions for these drugs are not required to be written and signed by the practitioner.
5. The pharmacist should refrain from dispensing pursuant to telephoned authorization all narcotic drugs which are not included on the authorized list

but should have the signed prescription for these drugs in his possession, or the possession of his agent, before the drugs leave his custody.

It is to be hoped that any misunderstanding which might still exist regarding the oral prescribing of narcotic drugs will soon be cleared up.

The cooperative arrangement between the Board and the Federal Bureau of Narcotics continues. Before the Bureau of Narcotics will issue a Special Tax stamp to applicants in Classes 3 and 5, the applicant must receive a recommendation from the Board to the effect that his place of business is a proper one to be entrusted with the custody and use of narcotic drugs. This arrangement also applies to Class 4 applicants when such application is for a hospital. Before the Board makes any recommendation regarding any of these applicants the establishment is inspected by a representative of the Board. Through this procedure improper outlets are eliminated from legal channels for narcotic drugs.

The enforcement of both the State and Federal Food, Drug and Cosmetic Acts have received considerable attention during the past year. This has been especially true of the Federal law as it relates to the sale of central nervous system stimulants. Much abuse of these drugs by persons endeavoring to combat normal fatigue has been in evidence. The lives of many innocent people have been endangered by those who will not accept the normal limitations of the human organism but attempt to extend these limitations through the use of what are popularly known as "Bennies" and "Hep Pills." It is with much regret that we must record that a number of our pharmacists have been convicted of illegal traffic in these drugs and that others are currently under indictment and awaiting trial for this offense. The Board has cooperated with both the State and Federal Agencies in the past in the apprehension and punishment of these few unworthy pharmacists and will continue to do so to the fullest in the future.

In this connection, it should be observed that such unprofessional conduct on the part of a few of our pharmacists not only

endangers the health and lives of many innocent people but it also casts a reflection on the profession as a whole, thereby damaging the reputations of hundreds of dedicated pharmacists. It is felt that those pharmacists who will prostitute their profession to such an extent should be subject to severe disciplinary action by the Board. Further reference in regard to the necessary means to effect this end will be made elsewhere in the report.

EXAMINATIONS

Three examination meetings were held during the year at which a total of 44 candidates passed and were registered.

Of this number, 37 were graduates of our School of Pharmacy. The remainder were trained elsewhere.

In February, 1956, the following twelve candidates were registered by examination:

Burgiss, Thomas Reeves, Winston-Salem
Hargett, Christopher Barker, Washington
Kauffman, William H., Asheville
Langdon, Fay Hampton, Four Oaks
Lanning, Edward Ray, Jr., Lexington
Lewis, Robert Luther, Southern Pines
McGugan, Vance Graham, Mocksville
Martin, John W., Macclesfield
Porter, Ernest, Jr., Raleigh
Shouse, William Darle, Rural Hall
Swan, William Jay, Bryson City
Thompson, Dalma Adair, Wallace

William Darle Shouse had the highest grade on the examinations with an average of 91%. Thomas Reeves Burgiss and Christopher Barker Hargett both had an average of 89%.

In June, 1955, the following seventeen candidates were registered by examination:

Raymond Martin Ammons, Red Springs
Edward Luther Bradshaw, Jr., Kinston
Wade Alonzo Carter, Lowell
Cosmo Americo DiFazio, Chapel Hill
Edmund Leonard Fox, Brooklyn, N. Y.
Barbara Nan Gilliam, Chapel Hill
William Crane Griffin, Roanoke Rapids
Julius Francis Howard, Wilmington
Joseph Everette Hunter, Jr., Columbia, S. C.
Jacquelyn O'Neal Kimball, Louisburg
James Oliver Knight, Columbia, N. C.
John Edward Mills, Cliffside

Joyce Evangeline Nelson, Chapel Hill
Seymour Phillip Rubin, Asheville
Richard Henry Lee Smith, Greensboro
Samuel Thomas Thorne, Charlotte
Grey B. White, Burlington

Mr. DiFazio won the honor of highest score on the examination.* Messrs. Griffin and Smith tied for second place.**

In November, 1955, the following fifteen candidates were registered by examination:

Ralph Hilliard Ashworth, Fuquay Springs
Richard Douglas Callicutt, High Point
Robert James Dever, Greensboro
Henry Hunter Dunlap, Jr., Sanford
James Howard Freeman, Fayetteville
William Wilson Graham, Peachland
Milton Lee Higdon, Forest City
Jonathan Adoneran Hill, Kannapolis
Robert Milton Hines, Charlotte
Freda Mollie Hobowsky, Scotland Neck
Walter Ingram Jenkins, Jr., Biscoe
Billy Wright Needham, Pilot Mountain
William Louis Scarboro, Knightdale
William Taylor Sisk, Asheville
Harry Curtis Stone, Jr., Rockingham

Robert James Dever had the highest grade on the examinations with an average of 90%. Ralph Hilliard Ashworth and William Louis Scarboro both had an average of 89%.

BEAL MEMBERSHIP AWARD

Mrs. Don Rea Hedrick Fisher of Denton made the highest average score of all candidates taking the examinations during the calendar year 1955 with an average score of 92.8%. It is recommended that the prize of one year membership in the North Carolina Pharmaceutical Association be awarded to Mrs. Fisher.

REGISTRATION BY RECIPROCITY

As stated above, the Board continues membership in the National Association of Boards of Pharmacy. As such, it engages in reciprocal exchange of pharmaceutical licensure with all member states, the District of Columbia, Alaska and Puerto Rico. New York, California and Florida are not members of the National Association, therefore,

*with an average of 88%.

**both having an average of 87%

no reciprocal exchange exists between these states and North Carolina. During the year forty-four applications for reciprocal registration were approved. None were rejected. Eleven pharmacists registered in North Carolina have been certified to other states. A number of these are pharmacists who are serving with the Armed Forces and do part-time practice in the area of their stations. No applications from North Carolina pharmacists have been rejected by other states. Those registered in this State by reciprocity were as follows:

Gerda Isolde Klingman, June 20, 1955, from Va.

Stephen Girard McCahan, Jr., June 23, 1955, from Pa.

Robert Bruce Tollison, June 24, 1955, from S. C.

Robert Malcolm Keith, June 24, 1955, from S. C.

Robert Louis Holt, July 5, 1955, from Miss.
Herman Corthell Price, July 5, 1955, from S. C.

Keith Everett Marple, July 23, 1955, from Ky.

James Herbert Segars, August 1, 1955, from S. C.

Allen O'Neal Quinn, August 2, 1955, from Tenn.

Jimsey Duward Fowler, August 30, 1955, from S. C.

Irvin Junior Pruett, September 21, 1955, from Ind.

Elmer Liston Bishop, Jr., September 21, 1955, from Miss.

George Henry Steele, Jr., September 22, 1955, from Ohio

William David Moore, September 22, 1955, from Va.

Lawrence Monroe Benson, Jr., September 22, 1955, from S. C.

James Kenneth Godfrey, October 20, 1955, from Ga.

Joseph Nemargut, October 22, 1955, from Mich.

Ignacio Castro Gamboa, October 24, 1955, from Va.

James Ezell Cash, October 25, 1955, from S. C.

Hal Donnald Sharp, October 25, 1955, from S. C.

Norman Rabinowitz, October 29, 1955, from Va.

Jose Duarte Ramos, November 17, 1955, from D. C.

Hugh Osgood Kight, November 22, 1955, from Ga.

Howard Kouzel, November 23, 1955, from Md.

Edward Boswell Redman, November 23, 1955, from S. C.

Jack Calvin Granger, November 26, 1955, from S. C.

Marian Edith Whaley, November 29, 1955, from Tenn.

Margaret Gretz, December 10, 1955, from Mass.

Preston Reynolds Forrester, January 21, 1956, from S. C.

John Arthur Dean, January 23, 1956, from Ga.

Robert John Hathaway, March 5, 1956, from Ill.

Richard Furman Ponder, March 13, 1956, from S. C.

Bobby Clay Lindsay, March 16, 1956, from Tenn.

Jesse Edward Oxendine, March 19, 1956, from S. C.

Melvin Solomon, March 21, 1956, from S. C.
Robert Bartow Jones, March 21, 1956, from Ga.

Donald French, March 27, 1956, from Ala.

Sherrod Wesley Hamilton, March 28, 1956, from Ga.

India Brinkley Hood, April 3, 1956, from Tenn.

Ben Howard Eidam, Jr., April 4, 1956, from Ga.

Miriam Suzanne Thorpe, April 17, 1956, from Ohio

Susan Ozeda F. Clelland, April 17, 1956, from S. C.

Amata H. Gleissner, April 18, 1956, from S. C.

Eugene C. Neeland, M.D., April 18, 1956, from Ala.

PHARMACISTS RE-REGISTERED

Twenty pharmacists whose licenses were allowed to lapse or who were on the inactive list have been reinstated during the period. They are as follows:

Gerald M. Stahl

Samuel Black
William Davis Cash
William E. Hardee
Joseph L. Wilkerson
John Darius Richardson
M. A. Dente
W. H. Stallings
I. I. Davis
Maryellen Holt
Jefferson Reeves
Felix P. Meroney
Addison G. Daniel
Guilford Henderson
Wallace N. Evans
William W. Jordan
Delton G. King
Archie A. Gamble
John B. Coppedge
Edgar B. Mayberry

PHARMACISTS REMOVED FROM THE
REGISTERED LIST BY REQUEST OR FAILURE
TO RENEW (29)

Hubert York Adair
Herman Earl Cain
Henry Grady Coleman

William Wallace Culp
Theodore Joseph Everett
Luthér Virgil Gucker
Manly David Herndon
Francis Gilliam Jacocks
Albert Allison James
Joseph Drewry Joyner
Bloomfield Horton Kendall
Grey Bryan Kornegay, M.D.
Walter Gideon Landaker
Walter Arlington Lowry
Kermit Henry McNair
Alonzo Leroy Mansfield
Everett Lee Padgett
Claude Piantadosi
Jefferson Reeves
William Azmon Sample
William Dudley Shustack
Charles Taylor Sisk
William Ward Smith
Dan Rupert Smith
John Harvey Stancill
Lorna Mae Teare
Archie Musgrave Vaughan
Joseph Winstead Watson
Clarence Thomas Woodward

R

In Memoriam

PHARMACISTS WHO HAVE DIED DURING THE YEAR

(25 Pharmacists and 1 Assistant Pharmacist)

Edward Clarence Adams—2-19-56.....	Gastonia
Walter B. Barker—11-16-55.....	Greensboro
Walter Lee Barnhill—11-6-55.....	Wilson
Joseph Key Brown—7-2-55.....	Greenville
Clifton Bullock—9-15-55.....	Henderson
Harry Maddrey Cooke—1-16-56.....	Salisbury
Cary H. Fleming—6-19-55.....	Creedmoor
Caney, Foster—8-29-55.....	Weldon
Kenneth V. Franklin—3-23-56.....	Cary
John Alonzo Goode—1-21-56.....	Asheville
Robert G. Grissom—10-25-55.....	Greensboro
Louis W. Hart—2-12-56.....	China Grove
S. T. James, Sr.—3-7-56.....	Durham
Austin Boyd Kunkle—10-4-55.....	Charlotte
W. R. McDonald, Jr.—1-7-56.....	Hickory
Leonia E. McKnight—7-10-55.....	Buies Creek
William R. MacNair—11-5-55.....	Four Oaks
W. F. Matthews, Sr.—7-24-55.....	Randleman
John A. Mitchener—1-18-56.....	Edenton
George W. Montague—1-8-56.....	Durham
Matthew S. Morrison—4-16-56.....	Wilson
William R. Nowell—4-9-56.....	Wendell
John W. Sheppard—4-5-55.....	Charlotte
E. R. Thomas—3-28-56.....	Erwin
Coley R. Yoder—3-27-56.....	Conover
Affie T. Kemp—7-9-55 (Assistant Pharmacist).....	Burlington

SUMMARY OF PHARMACISTS ON THE ACTIVE ROSTER

	Under 30	30-39	40-49	50-59	60-64	65-70	Over 70	Total
A. Total number of pharmacists in good standing on roster.....	332	450	276	317	135	122	110	1742
B. Total number actively engaged in pharmaceutical pursuits (in State).....	259	376	227	274	110	97	72	1415
1. In retail pharmacy.....	235	352	208	250	108	92	63	1308
a. As owners.....	15	60	78	113	46	41	21	374
b. As partners.....	34	93	64	56	26	21	12	306
c. As employees.....	186	199	66	81	36	30	30	628
2. In hospital pharmacy.....	16	18	7	8	0	0	3	52
3. In wholesale & mfg. labs.....	1	0	1	8	1	2	2	15
4. As field rep. for mfg. & wh.....	3	4	7	7	0	2	3	26
5. Teaching (students) & gov't.....	4	2	3	0	0	1	0	10
6. In misc. ph. pursuits.....	0	0	1	1	1	0	1	4
C. Total number who reside IN State and NOT engaged in ph. pursuits.....	15	17	12	15	21	16	35	119
1. Unemployed (at time of renewal).....	0	0	0	1	1	0	0	2
2. Retired.....	0	0	1	6	8	15	35	65
3. Otherwise engaged.....	15	17	11	8	12	1	0	64
D. Number who reside OUT of State.....	29	55	35	28	4	9	3	164
E. Number serving with armed forces.....	29	2	1	0	0	0	0	32
F. Number in "B" who are women.....	22	15	2	3	0	0	0	42
Number in "A" who are women.....	51	39	8	6	0	0	0	104

EDUCATIONAL QUALIFICATIONS OF PHARMACISTS ACCORDING TO AGE

	Under 30	30-39	40-49	50-59	60-64	65-70	Over 70	Total
Qualifications of Pharmacists in "B"								
Non-graduates.....	0	4	27	59	69	62	60	281
Graduates of 2 year courses.....	0	1	17	175	34	29	7	263
Graduates of 3 year courses.....	0	4	101	29	7	6	5	152
Graduates of 4 year courses.....	259	367	82	11	0	0	0	719
Total in "B".....	259	376	227	274	110	97	72	1415
Qualifications of Pharmacists in "A"								
Non-graduates.....	0	4	31	67	85	83	94	364
Graduates of 2 year courses.....	0	1	22	198	42	32	9	304
Graduates of 3 year courses.....	0	4	120	38	8	7	7	184
Graduates of 4 year courses.....	332	441	103	14	0	0	0	890
Total in "A".....	332	450	276	317	135	122	110	1742

SUMMARY OF PHARMACIES REGISTERED

Total number of pharmacies in State.....	..	942
Number classified as hospital pharmacies.....	..	28
Number serviced by one pharmacist.....	16	
Number serviced by two pharmacists.....	7	
Number serviced by three pharmacists.....	4	
Number serviced by four or more pharmacists.....	1	
Number classified as retail pharmacies.....	..	914
Number serviced by one pharmacist.....	552	
Number serviced by one pharmacist and one or more assistant pharmacists.....	16	
Number serviced by two pharmacists.....	268	
Number serviced by two pharmacists and one assistant pharmacist.....	1	
Number serviced by three pharmacists.....	41	
Number serviced by four pharmacists.....	7	
Number serviced by five or more pharmacists.....	3	
Number serviced by permitted physicians.....	23	
Number serviced by permitted physician and assistant pharmacist.....	3	
Ownership of retail pharmacies (Permitted physicians excepted) is vested as follows:		
Stores owned solely by pharmacists.....	457	
Stores owned by pharmacists and non-pharmacists.....	238	
Stores owned solely by non-pharmacists (includes chains).....	193	

HOURS OF BUSINESS OF RETAIL PHARMACIES (PER WEEK)

Under 60.....	8.8%	80-84.....	17.4%
60-64.....	6.8%	85-89.....	10.5%
65-69.....	8.2%	90-94.....	9.2%
70-74.....	16.0%	95-100.....	3.9%
75-79.....	16.6%	Over 100.....	2.6%

COMMENTS

On May 1 there were 1742 pharmacists on the active roster. This is a net increase of 59 over the number on the roster on the same date last year. Of this number, 54 are engaged in retail practice, making a total of 1308 so engaged in the State. 107 additional pharmacists were engaged in pharmaceutical pursuits in the State outside of retail practice, 52 of these being in hospital practice.

There was a total of 88 new pharmacists registered during the year. Forty-four were registered by examination and forty-four by reciprocity. Of the forty-four who qualified for registration by examination, 37 were trained at our own School of Pharmacy. This means that 57.9% of the total number of pharmacists registered during the last year were imported from outside the state. This experience continues to

point to the need for the expansion of our training facilities at the School of Pharmacy. While the statistics of the past several years have emphasized this need by showing an increasing number of pharmacists from other states being registered in North Carolina by reciprocity each year, it is also rather well established by the record during the past ten years. During that period there have been 785 pharmacists registered from all sources. Of this number only 400, or 50.5%, were trained by our own School of Pharmacy. This is an average of 40 pharmacists per year. It has been well established that our minimum need of new pharmacists each year is 75. These 75 new pharmacists would allow for little improvement in the ratio of pharmacists to pharmacy outlets, which is presently 1.41 pharmacists per pharmacy outlet and is next to the lowest in the Nation. The

average of pharmacists per pharmacy outlet in the Nation as a whole is 1.88. This leaves North Carolina with a deficit of .45 pharmacist per pharmacy outlet, or a total of 424 pharmacists. This number equals roughly $\frac{1}{3}$ the number presently in practice. Also, these 75 new pharmacists would not adequately allow for the expanding growth in population in our State. From 1940 to 1950 there was an increase in population of 13.7%. It has been said that during the present decade the percentage of population increase will be even larger. This will create a need for more pharmacy outlets and more pharmacists to service these outlets.

On May 1 there were 942 pharmacy outlets in operation in the State. This is a net increase of 24 during the year. 28 of the total are classified as hospital pharmacies. The remaining 914 are retail drug stores. The personnel, ownership and hours of service of these pharmacy outlets are shown in the tables above. Based upon the 1950 census, there is one pharmacy outlet for every 4,333 persons. If the population figure is adjusted for 1956, there is one pharmacy outlet for every 4,607 persons. Only one state has fewer pharmacies per unit population. Based upon a population figure of 160 million, it compares with 3,030 for the Nation as a whole.

It is stated above that there are 28 hospital pharmacies in operation in the State. For the most part these are located in hospitals of more than 100 beds. Most of the hospitals in the State are smaller than 100 beds. In all of these there is a need for pharmaceutical service. However, it is stated that this need does not justify the employment of a full-time pharmacist. Presently the dispensing of drugs to patients in the hospitals which do not employ a pharmacist is done by nurses or other hospital employees. This situation has been one of increasing concern to the Board. It has produced a dilemma for the administrators of small hospitals. Yet it is an incongruous state of affairs to have one set of standards for pharmacy service to hospitalized patients and a different set of standards for outpatient service. Indeed, one quite naturally concludes that hospitalized patients are in greater need of a better, safer pharmacy

service than are out-patients. The Board has initiated a study of this problem and hopes that a solution can be found for it.

The expansion of industry in our State has created a new problem relating to the distribution of drugs. Most industrial plants maintain some sort of health service. These began as first aid stations but have gradually been expanded to the point where some have developed into complete clinics and render full health service with the exceptions of hospitalization, maternity and major surgical service. The services offered include the dispensing of drugs. The extent to which this development has progressed and the types of businesses covered by it are not accurately known. As in the case of hospitals, the Board has undertaken a study of this problem.

DRUG STORE INSPECTION AND LAW ENFORCEMENT

During the year the Board has had continuously one full time inspector. Inspector May has been on leave of absence during the year, but expects to resume his duties at the beginning of this fiscal year. In addition to the full time inspector, two persons have done part time inspection work.

Charlotte, N. C.
April 30, 1956

To: The members of The North Carolina Board of Pharmacy
Subject: Annual Report

Herewith is submitted my report for the period May 1, 1955 to May 1, 1956. The following inspections were made:

Retail Pharmacies.....	1090
Hospitals	12
Soda Shops	9
Grocery Stores	77
Physicians' Office.....	6
Special Inspections.....	23
Total	1217

While I have been an inspector for only a short time, it has been a great privilege for me to be associated with such a fine group of pharmacists as that in North Carolina.

Respectfully yours,
Victor L. Smith

As stated earlier, Mr. Wm. M. Storey was with the Board until August 1, 1955. His employment was on a part time basis. His report covering the work during that time follows:

April 30, 1956

REPORT OF WILLIAM M. STOREY

To: The Members of The North Carolina Board of Pharmacy

Subject: Annual Report

I submit herewith my report covering the period April 30, 1955 to July 30, 1955. I resigned from my position with the Board of Pharmacy and closed my law office in Raleigh on July 30, 1955 in order to assume the duties of Executive Secretary of the North Carolina Bar Association.

During the period covered by this report, I attended each monthly meeting of the Board; I also made a total of one hundred and thirty-four calls in regard to Board business. Much of my time was taken up by pending litigation, requiring conferences with court officials and attorneys.

This brings to an end, at least temporarily, some five years of close associations and work with the members of the Board and the practicing pharmacists of this State. It has been a most gratifying and pleasant association and I have, I believe, gained many real friends. I have never worked with a more dedicated or conscientious group than the members of the Board of Pharmacy and I am certain that this State need not worry regarding the future of pharmaceutical service as long as we have a Board that is as mindful of its responsibility to the profession and the people of North Carolina.

Particularly would I like to publicly express my sincere appreciation for the many kindnesses and courtesies shown me by the Board. I shall always be especially grateful to Mr. McAllister for the cooperation he gave me. His understanding and cooperation made my job much easier. I could not overlook expressing my thanks also to Mr. Thomas May and Mr. Victor Smith.

I shall always follow the progress of the pharmaceutical profession with keen interest and enthusiasm and, who knows, I may

some day become reassociated with you in some manner.

Respectfully submitted,
William M. Storey

Following Mr. Storey's appointment as Executive Secretary of the N. C. Bar Association, Mr. J. Ruffin Bailey of Raleigh was appointed to succeed him. At this time I would like to present Mr. Bailey who will give you a report of his work since August 1 as well as review some observations which he has made about the Board's work since that time.

May 9, 1956

To the Members of the North Carolina Board of Pharmacy:

Subject: Annual Report

Herewith is submitted my report covering the period from August, 1955 to the above date.

During the period of this report, I have attended each of the regular monthly Board meetings and one examination meeting held during this time.

I have made a total of twenty-two calls during the past year with regard to official Board business; most of these calls were in retail drug stores, physicians' offices, hospitals, and attorneys' offices. I regret that I have not been able to make more calls on retail stores; however, it is hoped that inspections in the future will be regularly attended to.

A good deal of time has been consumed in investigations of particular matters brought to the attention of the Board and involving disciplinary action.

A good deal of time at each Board meeting is spent explaining to newly licensed pharmacists, either by examination or reciprocity, and newly permitted retail outlets the effect of the laws of the State of North Carolina with regard to the practice of pharmacy. I sincerely believe that the understanding by these individuals of the laws under which their practice is conducted will contribute to a higher standard of pharmacy in our state. It is my desire that emphasis be placed upon the individual responsibility of each and every registered pharmacist in the State of North Carolina

to uphold his profession and to safeguard the public safety and welfare of the citizens of North Carolina by practising the highest ethics and by full compliance with the laws as set forth by the Legislature.

Respectfully submitted,

J. Ruffin Bailey

During the year the Board has continued to handle violations of the pharmacy law in compliance with Section 9 of the Rules and Regulations of the Board. This Section provides that before any person shall be prosecuted for a violation of the laws under the Board's jurisdiction he shall be given a hearing before the Board. During the year 46 persons have appeared before the Board to show cause why they should not be prosecuted or why the permit to operate a drug store should not be refused or revoked. In most of these cases satisfactory compliance with the statutes was accomplished. In three cases the permit to operate drug stores were refused. Two additional permits are currently being withheld pending correction of the conditions complained of. In six other cases, permits were withheld since the information contained in the applications revealed that the pharmacies for which the permits were being sought were not being operated in compliance with the statutes. These six permits were subsequently granted when the conditions were corrected.

In the last Annual Report of the Board it was stated that the Board had applied to the courts for relief in three cases that could not be settled administratively. To date, these cases have not reached trial. Unfortunately, delays have occurred which have been unavoidable. Not only are these delays expensive, but they consume undue time which could be better spent in other pursuits. Such experiences as these are not unusual and account to a great extent for the Board's development of procedures for handling infractions of the law administratively. In order to handle these cases and similar ones referred to earlier in this report with more dispatch, the Board intends to develop further administrative procedures for the correction of violations of the pharmacy laws. The powers granted to the Board

for this purpose are wide, but, in a sense, they are indefinite. In the best interests of all concerned it is felt that these powers should be spelled out more specifically in the Statute. The Board, therefore, recommends to the Legislative Committee of the Association for its consideration certain changes in the law which will effect this purpose. The Section of particular interest is 90-65 of the General Statutes of North Carolina dealing with the refusal or revocation of license. It is suggested that this Section be rewritten to make more specific the grounds for refusal or revocation of a pharmacist's license and a drug store permit and to include the following, some of which are already specifically stated in the present Statute:

1. fraud or false representations made in connection with securing such license or permit;
2. conviction of or confession in open court of an offense involving moral turpitude;
3. conviction of the holder of any such license or permit in any court of a felony;
4. habitual indulgence in the use of narcotic or hypnotic drugs or intoxicating liquors to such a degree as to render him unfit to practice pharmacy or operate a drug store as the case might be;
5. unprofessional conduct endangering the public health, safety or general welfare;
6. gross immorality;
7. physical or mental disability, when shown by affidavits of three physicians that such conditions exist and that it is in the interest of the public health, safety and general welfare that such license should not remain in force, or be renewed as the case might be.

The Board feels that in addition to the classifications as indicated above, there are certain additions which should be made to the law. As the law is presently written, there is no direct method appeal from the decisions of the Board. It is felt that such a situation is contrary to our democratic system. Although no occasion has arisen

in which any person has sought recourse from the Board's actions, it is felt that an avenue should be available in the event such an occasion should arise. For this reason, it is recommended that an appeal to the Superior Court should be provided through such form as is deemed proper.

For a good many years the Board has determined through regulation the form in which applications for permits to operate drug stores should be placed. This has been necessary due to the fact that the present law gives no directions for this purpose. Here again, it is felt that the best interests of all concerned could be served if the Statute were more specific in this regard. The requirements as contained in the proposed revision of the law and which were approved by this Association are recommended as being adequate for this purpose.

All proposals embodied in the above recommendations are a part of the general plan of revision of the pharmacy laws which was approved by the Association several years ago. It is hoped that the proper consideration can be made of this portion of the revision program in time for it to be presented to the next session of the General Assembly.

SALE OF DRUGS IN NON-PHARMACY OUTLETS

During recent years much change has occurred in the method of distribution of all kinds of commodities. The distribution of drugs has not been exempt from this change. Prior to the passage of the Federal Food, Drug and Cosmetic Act, the sale of drugs in non-pharmacy outlets did not involve many serious problems. This was because the labeling of most medication did not lend itself to use except under competent supervision. The requirements of the Food and Drug Act have changed this to the point that, for all practical purposes, there are but two classes of drugs: (1) those drugs which must be sold only on prescription; (2) all other drugs which must bear full directions for use. Most of those drugs in the latter group fall into the classification of "patented or proprietary preparations" and under the pharmacy law can be legally sold by any retail outlet. This

new condition coupled with the change in distribution techniques poses serious problems in regard to certain types of drugs. Examples of the types of drugs referred to are represented by the new vasoconstrictors, antihistamines and antibiotics along with their different applications. It is recommended that serious consideration be given to the creation of a third classification of drugs to be composed of those drugs which do not require prescriptions but whose indiscriminate distribution might be harmful. It is recommended that the sale of this classification of drugs be limited to pharmacists. Study on this problem is being conducted on a national basis. Remedies are available, however, only on a state level. It is suggested that a special committee from the Association be appointed to consider this matter and to recommend such changes in our law as are necessary to effect this end. The Board desires to assist the proposed committee in any way it can.

One of the developing distribution methods which promises to be troublesome is that of the vending machine. There is no direct reference in the pharmacy law regarding the sale of drugs through these devices. Recently an inquiry was directed to the State Chemist, who is charged with the enforcement of the State Food, Drug and Cosmetic Act, desiring to know whether aspirin tablets could be legally sold in this State through vending machines. Shortly thereafter, another similar inquiry was received regarding the sale of vitamin preparations by the same method. In both instances Dr. Constable, State Chemist, took the position that this method of distribution of drugs was improper and could not be surrounded with adequate safeguards to protect illiterate persons and children, especially the latter group. This opinion was shared by the State Health Officer. Obviously, the opinions voiced by these Officials are based on sound reasoning and judgment. It is open to question, however, that they share the same legal support. It is recommended that the committee referred to above consider proper legislation to regulate the distribution of all drugs

and drug products through vending machines.

Social and economic changes in our society are taking place at a more rapid rate today than ever before. The Board believes it is important, therefore, that immediate consideration be given to the revisions recommended above lest the practices and procedures to be regulated become firmly established in an atmosphere of legal uncertainty and the protection of the public health be impaired by default.

Laws are enacted to regulate our social order generally, and are valid only so long as they effect the whole population. There are other forces which serve to regulate a particular group or profession and usually go beyond the law in requiring a higher standard of performance than the law itself. In the professions these forces are known as ethics. Our profession has its Code of Ethics which was developed many years ago. In recent years, for reasons perhaps unknown to anyone, the Code of Ethics has not exerted the influence on the activities and behavior of pharmacists and on the profession generally that it should. The

notion that ethics must play a leading part in the regulation of a profession is not an ivory tower philosophy, but rather a stern reality that has proved itself in many fields of endeavor. If the aspirations of pharmacy are to be realized, it must not depend on legislation, as those things regulated by legislation constitute a base below which one may not go. Progress in pharmacy, therefore, must come from a higher development of and strict adherence to those ethical principles that divide good from evil. It is to be hoped that this area of pharmacy's activity will receive more attention in the future than it has in the recent past.

This report is respectfully submitted.

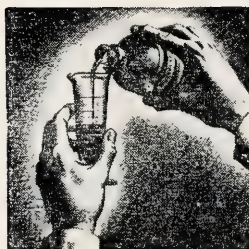
North Carolina Board of Pharmacy

W. A. Gilliam,
President

R. N. Watson,
Vice-President

Roger McDuffie
Frank Dayvault

H. C. McAllister
Secretary-Treasurer



**REPORT ON AUDIT
OF
NORTH CAROLINA BOARD OF PHARMACY**

CHAPEL HILL, N. C.

May 1, 1955 to April 30, 1956

OFFICERS & BOARD MEMBERS

W. A. GILLIAM, President.....	Winston-Salem
R. N. WATSON, Vice Pres.....	Sanford
H. C. McALLISTER, Sec.-Treas.....	Chapel Hill
ROGER A. McDUFFIE.....	Greensboro
FRANK DAYVAULT.....	Lenoir

RAYMOND L. PRICE

CERTIFIED PUBLIC ACCOUNTANT
609 COMMERCIAL BUILDING

RALEIGH, N. C.

May 5, 1956

To the Officers and Members of the
North Carolina Board of Pharmacy:

Gentlemen:

As requested, we have audited the financial records of Mr. H. C. McAllister, Secretary & Treasurer of the North Carolina Board of Pharmacy, for the period from May 1, 1955 to April 30, 1956, and the attached statement of Cash Receipts & Disbursements presents a summary of operations for the fiscal year.

All Receipts entered on the Cash Book were in agreement with duplicate receipts on file and were properly deposited in the bank. Disbursements for the fiscal year were made for apparently proper purposes and are supported by signed, paid checks, receipted bills, etc.

The Balance on Hand at April 30, 1956 consists of the following:

Cash in Banks:

The Bank of Chapel Hill.....	\$15,292.06	
The University Nat'l. Bank of Chapel Hill (Savings).....	<u>9,067.95</u>	\$24,360.01

Investments:

U. S. Treasury Bonds (2½%).....	5,000.00
Total Balance April 30, 1956.....	<u><u>29,360.01</u></u>

The Cash in Banks was reconciled and verified. The five U. S. Treasury Bonds of \$1,000.00 each, were inspected.

The fidelity bond for the Secretary & Treasurer, in the amount of \$5,000.00 has been continued. Two fire insurance policies of \$2,500.00 each, or a total of \$5,000.00 on office equipment, were examined.

The records as heretofore, are in a most satisfactory condition and we experienced no difficulty in the verification thereof. In the course of this examination, every assistance was rendered and courtesy extended that would facilitate our work.

Respectfully submitted,

(Signed) R. L. Price,

Certified Public Accountant.

North Carolina Board of Pharmacy, Chapel Hill, N. C.

CASH RECEIPTS AND DISBURSEMENTS

May 1, 1955 to April 30, 1956

Receipts:

Pharmacist Renewal Licenses.....	\$17,060.00
Asst. Pharmacist Renewal Licenses.....	250.00
Physician Renewal Licenses.....	115.00
Physician Registrations.....	10.00
Pharmacist Re-registrations.....	420.00
Examination Fees.....	835.00
Reciprocal Registrations.....	1,100.00
Drug Store Permits—Original.....	1,450.00
Drug Store Permits—Renewals.....	13,725.00
Drug Store Re-registrations.....	300.00
Duplicate Certificates.....	115.00
Sale of Poison Registers.....	486.62
Certification of Grades.....	11.00
Sales of Supplies.....	92.70
Returned Checks Collected.....	158.00
Interest on Bonds & Savings.....	170.39
Overpayments.....	5.00
All Other.....	70.75
<i>Total Receipts</i>	<u>\$36,374.46</u>
Balance May 1, 1955.....	<u>24,552.86</u>
Total Receipts & Balance.....	<u><u>\$60,927.32</u></u>



Disbursements:*Salaries:*

Secretary & Treasurer	\$ 6,550.00	
Office Assistants	6,500.00	\$13,050.00
	<hr/>	

Office Expense:

Rent	600.00	
Telephone	258.19	
Supplies	222.71	
Postage	448.98	
Printing	723.79	
Equipment	109.22	
All Other	140.92	2,503.81
	<hr/>	

Inspection Expense:

Salaries	6,600.00	
Travel	4,209.83	
Legal Expenses	354.00	11,163.83
	<hr/>	

Board Meetings:

Per Diem \$1000.00, Expenses \$1237.92	2,237.92	
Examination Material	66.11	2,304.03
	<hr/>	

Miscellaneous Disbursements:

Audit	100.00	
Bank Service Charges	41.37	
Expense: Attending National & District Meetings	566.28	
Dues \$81.00, Bond Premium \$25.00	106.00	
Lettering Certificates	234.00	
Health & Accident Insurance	281.75	
Social Security	332.05	
Returned Checks	158.00	
Refunds	25.00	
Publishing Annual Report	485.40	
All Other	215.79	2,545.64
	<hr/>	

<i>Total Disbursements</i>		31,567.31
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Balance April 30, 1956:

The Bank of Chapel Hill	15,292.06	
The University Nat'l. Bank of Chapel Hill— Savings Account	9,067.95	
Investments: U. S. Treas. Bonds	5,000.00	29,360.01
	<hr/>	
<i>Total Disbursements & Balance</i>		\$60,927.32
		<hr/>

List of Registered Pharmacists

(Revised July 25, 1956)

The registration number immediately precedes the name of the pharmacist. The state of original registration appears in () after the names of those pharmacists registered by reciprocity. The year immediately preceding the location of the pharmacist is the year of registration.

Please notify the Secretary promptly of any errors or change in address.

A

2161. Adair, W. H. (Ala.) 1924 Roxboro
2207. Adams, E. E. 1924 Lincolnton
3496. Adams, J. W. 1951 Asheville
3929. Adams, L. D. 1956 Sanford
2503. Adams, W. J. 1929 Louisa, Va.
2653. Adams, W. R. 1933 Carolina Beach
3930. Adams, W. R., Jr. 1956 Wilson
3357. Adelson, I. (Va.) 1950 Warwick, Va.
2974. Adkinson, N. F. 1941 Avondale
3518. Agnew, Ruth Elizabeth (Ga.)
1951 Atlanta, Ga.

3590. Ahlin, Bjorn (S.C.) 1952 Sylva
1784. Aiken, J. H., Jr. 1914 Asheville
1874. Aiken, L. W. 1916 Asheville
3835. Akins, F. T., Jr. (Ga.) 1955 Asheville
3181. Albright, G. B., Jr. 1947 Salisbury
2118. Alderman, Jacob Leroy 1923 Rolesville
3689. Aldridge, Stanley Preston (Ga.)
1953 Augusta, Ga.

1838. Allen, H. H. 1915 Cherryville
3027. Allen, H. H. Jr. 1943 Cherryville
2865. Allen, J. W. 1939 Charlotte
3454. Allen, R. E. 1951 Shelby
2707. Allen, W. D. (Va.) 1936 Morganton
3455. Allen, W. F. 1951 Cherryville
2937. Allgood, W. W. 1941 Roxboro
3360. Allgood, J. M. 1950 Greenville
2552. Allison, J. B. (Ga.)

1930 Lancaster, S. C.

3847. Alphin, Barbara (Mrs.) 1955 Durham
2162. Alston, M. J. (Tenn.) (col.)
1923 Wake Forest

3961. Altschul, J. A. (Ohio) 1956

Youngstown, Ohio

3931. Ammons, D. L. 1956 Salisbury
3842. Ammons, R. M. 1955 Red Springs
3619. Anders, G. H. 1953 Cornelius
3280. Anderson, E. R., Jr., 1949 High Point

1605. Anderson, J. M. 1911 New Bern
2470. Andes, G. E. (Va.) 1929 Wadesboro
1346. Andrews, C. McD. 1907 Burlington
1702. Andrews, J. P. 1913 Winston-Salem
3932. Andrews, J. W. 1956 Winston-Salem
1739. Andrews, R. H. 1914 Burlington
1906. Andrews, W. T. 1917 Reidsville
2625. Andrews, W. A. 1932 Louisburg
2115. Armstrong, W. E. (col.)

1922 Rocky Mount

2654. Arnold, B. D. 1933 Raleigh
2048. Arps, E. G. 1921 Plymouth
1864. Arps, P. M. 1916 Ahoskie
2471. Artice, A. R. (Pa.) (col.)
1928 Newport News, Va.
999. Ashford, A. J. 1901 Kinston
3875. Ashworth, R. H. 1955 Fuquay Springs
3415. Atkinson, M. J. (S.C.)

1950 Fair Bluff

3163. Aull, Betty H. (Mrs. A. H.)

1947 Kinston

2449. Austin, B. N. 1928 W. Jefferson
2280. Avner, Samuel 1925 Montgomery, Ala.

B

2212. Bain, J. D. 1924 Clayton
3548. Bain, J. D., Jr. 1952 Clayton
3630. Bain, M. McG. (Tenn.) 1953 Wilson
2216. Baker, E. R. (col.) 1924 Danville, Va.
3329. Baker, J. H. 1950 Mount Airy
2051. Baker, W. P. 1921 Raeford
3729. Balas, J. B. (Pa.) 1954 Charlotte
2499. Ballance, G. H. 1929 Alexandria, Va.
3519. Banner, R. D. (Kan.)

1951 Spruce Pine

2405. Barbour, J. P. 1927 Burlington
3733. Barbrey, H. S., Jr., 1954 Raleigh
2573. Barefoot, L. G. 1931 Asheville
2377. Barger, C. N. 1927 Oakboro
3117. Barnes, H. J. (Miss.)

1946 Portsmouth, Va.

3456. Barnett, Frank, Jr. 1951 Henderson
3549. Barnett, J. 1952 Henderson
2462. Barnhardt, M. R. 1928 Rockwell
1959. Barrett, R. E. 1917 Burlington
2912. Barringer, H. A. 1940 Concord
3494. Barton, W. H. (Ga.)

1951 Pleasant Garden

2818. Basart, J. M. 1938 Greenville

1229. Baucom, A. V. 1905 Apex
 3734. Bauguess, C. T., Jr. 1954 Sanford
 3041. Beam, W. G. 1944 Danville, Va.
 3550. Beason, R. H. 1952 Boiling Springs
 3013. Beavans, S. C. 1943 Enfield
 3116. Beck, A. L., Jr. (S.C.)
 1946 Hendersonville
 3162. Beck, Q. H. (S.C.)
 1947 Hendersonville
 3151. Beck, W. C. (S.C.)
 1946 Hendersonville
 3551. Beddingfield, B. B. 1952 Greenville
 1904. Beddingfield, C. H. 1917 Clayton
 3073. Beddingfield, C. H., Jr. 1945 Clayton
 1686. Bell, F. R. 1912 Beaufort
 2551. Bell, H. C. 1930 Gastonia
 2725. Bell, L. R. 1936 Tarboro
 3602. Belton, C. N. (Ga.)
 1952 Mt. Airy
 2458. Bender, W. M. K. 1928 Fayetteville
 3361. Bennett, D. L. 1950 Albemarle
 1638. Bennett, K. E. 1912 Bryson City
 3552. Bennick, J. E. 1952 Concord
 1891. Benson, E. S. 1916 Wilmington
 3281. Benson, H. O. 1949 Graham
 3867. Benson, L. M., Jr. 1955 (S.C.)
 Charlotte
 2128. Best, J. H. 1923 Greensboro
 1719. Betts, J. A. 1913 Lumberton
 3924. Bias, W. C. (W.Va.) 1956 Wadesboro
 2253. Biddy, O. D. 1925 Brevard
 1450. Biggs, J. W. 1909 Williamston
 3004. Biggs, J. W. S. 1942 Greenville
 1282. Biggs, W. H. 1905 Williamston
 3248. Bigham, J. H. (S.C.) 1948 Charlotte
 1640. Birmingham, J. S. 1912 Hamlet
 3864. Bishop, E. L., Jr. (Miss.) 1955
 Asheville
 2958. Bishop, H. L. 1941 Asheville
 3638. Bishop, H. T. (W.Va.)
 1953 Wilmington
 3782. Bissett, D. H. 1955 Kinston
 2135. Bissette, P. B. (Va.) 1923 Wilson
 3186. Bissette, P. B., Jr. 1947 Wilson
 3614. Bius, J. H. (Ga.) 1953 Raleigh
 2002. Bizzell, H. L. 1920 Charlotte
 2044. Black, B. B. 1921 Kannapolis
 3187. Black, Eleanor Holden (Mrs. S. N.)
 1947 Ormond Beach, Fla.
 2454. Black, F. L. 1928 Charlotte
 2408. Black, O. R. (Ariz.)
 1927 Bessemer City
 3822. Black, P. F. (Ga.) 1955 Brevard
 3009. Black, Samuel (Fla.)
 1942 Hendersonville
 3074. Black, S. N. 1945 Ormond Beach, Fla.
 3783. Black, W. E. 1955 Burnsville
 3277. Blackmore, N. J. (Ind.)
 1949 Wilmington
 2340. Blades, M. W. 1926 Apex
 3546. Blalock, J. D. (S.C.) 1952 Greenville
 2132. Bland, J. A. 1923 Decatur, Ga.
 3647. Bland, J. F. 1953 High Point
 2337. Blanton, C. D. 1926 Kings Mountain
 3648. Blanton, C. D., Jr.
 1953 Kings Mountain
 3830. Blanton, R. P. (S.C.) 1955
 Greenville, S. C.
 2977. Blower, Anna Burks (Mrs. E. R.)
 1941 Akron, Ohio
 2324. Blue, D. A. 1926 Carthage
 1980. Bobbitt, A. B. 1919 Winston-Salem
 2671. Bobbitt, H. F. 1934 Glen Alpine
 3118. Boger, R. A. (Ga.) 1946 New Bern
 2409. Bolinger, C. E. (Ga.) 1927 Asheville
 2575. Bolton, R. B. 1931 Rich Square
 1721. Bonner, Brem 1913 Granite Falls
 3784. Booker, Elsie (Mrs.) 1955 Chapel Hill
 1231. Boone, D. L. 1905 Durham
 3042. Boone, W. T. 1944 Ahoskie
 2708. Booth, G. D. (S.C.) 1936 Durham
 3014. Borders, M. L., Jr. 1943 Chadbourne
 3649. Bostian, T. R. 1953 Landis
 3423. Boulware, R. H. (S.C.)
 1951 Charlotte
 3331. Bowers, J. C. 1950 Lincolnton
 2828. Bowman, C. E. 1938 Conover
 1843. Boyce, J. B., Jr. 1915 Warrenton
 2845. Boyd, S. B. 1939 Mt. Olive
 3450. Boyd, W. T. (Wyo.) 1951
 Winston-Salem
 3547. Boyer, W. D. (D.C.)
 1952 White Stone, Va.
 3362. Boyles, J. H. 1950 Atlanta, Ga.
 3735. Bradley, W. V., Jr. 1954 Kannapolis
 2384. Bradshaw, E. L. 1927 Kinston
 3843. Bradshaw, E. L., Jr. 1955 Kinston
 1619. Brady, C. A. 1911 Hickory
 3698. Braman, William Collins (La.)
 1954 Asheville
 2650. Brame, M. M. 1933 High Point
 2772. Brame, P. A. 1937 N. Wilkesboro
 2959. Brame, R. M., Jr. 1941 N. Wilkesboro
 3544. Brandon, L. R. (S.C.)
 1952 Hildebran
 933. Brantley, J. C. 1899 Raleigh

2534. Brantley, J. C., Jr. 1930 Raleigh
 1786. Brantley, P. C. 1914 Wendell
 3259. Brantley, W. C. 1949 Winston-Salem
 3271. Brauer, Evelyn S. (Mrs.)
 1949 Jersey City, N. J.
 3701. Brecht, Dorothy V. (Minn.)
 1954 Minnesota Lake, Minn.
 3069. Brecht, E. A., Jr. 1944 Chapel Hill
 1393. Bretsch, Albert 1908 Southern Pines
 3028. Brewer, Marsha Hood
 1943 Pink Hill
 1781. Brewer, S. O. 1914 Durham
 3031. Brewer, S. O., Jr. 1943 Durham
 3928. Brickle, R. M. (S.C.) 1956 Charlotte
 3773. Bridges, A. R. (Ga.)
 1954 Rutherfordton
 3225. Brinkley, C. S. 1948 Kernersville
 2636. Brison, J. E. (S.C.) 1933 Gastonia
 2021. Brison, S. P. (S.C.) 1920 Belmont
 3488. Brisson, Edward (S.C.)
 1951 St. Pauls
 3427. Brisson, L. C. 1951 Fayetteville
 2113. Bristow, E. B. 1922 Rockingham
 3135. Britt, G. H. 1947 Raleigh
 3203. Britt, L. E. 1947 South River, N. J.
 3650. Britt, R. T. 1953 Reidsville
 3276. Britt, W. O., Jr. (Ga.) 1949 Havelock
 2461. Brodie, T. L. 1928 Burlington
 3553. Brooks, B. C. 1952 Fayetteville
 2063. Brooks, F. G. 1921 Siler City
 3785. Brooks, F. G., Jr. 1955 Siler City
 3124. Brooks, H. R. 1946 Goldston
 3363. Brookshire, J. E. 1950 Winston-Salem
 2208. Brookshire, L. P. 1924 Asheville
 3015. Brookshire, L. B. 1943 Asheville
 3428. Brothers, A. E. 1951 Elizabeth City
 3089. Brown, C. G. (Ga.)
 1944 Roanoke, Ala.
 3554. Brown, E. T. 1952 Chapel Hill
 3190. Brown, Ellen M. (Mrs. Wm. C.)
 1947 Greensboro
 3157. Brown, J. H. (Ga.) 1946 China Grove
 3019. Brown, Mary G. (Mrs. J. W.)
 1943 Asheville
 3226. Brown, W. C. 1948 Greensboro
 2913. Browning, A. C. 1940 Greensboro
 1394. Browning, B. H. 1908 Littleton
 2501. Browning, D. B. 1929 Kinston
 1590. Browning, H. R. 1911 Wilson
 3643. Bruce, E. W. (S.C.) 1953 Charlotte
 2853. Bruce, T. M. 1939 Hot Springs
 3354. Brunner, E. J. (Wis.)
 1950 Dallas, Tex.
 2316. Bryan, R. B. 1926 Belmont
 1200. Bryan, W. D. 1904 Tarboro
 3498. Bryant, Alvin 1951 Durham
 2645. Buchanan, E. W. 1933 Greensboro
 2808. Buchanan, E. C. 1938 Kinston
 2352. Buchanan, G. G. 1926 Greensboro
 2676. Buchanan, R. A. 1934 Greensboro
 3642. Buckner, J. J. (S.C.)
 1953 Blacksburg, S. C.
 1284. Buhmann, Walter 1905 Asheville
 2779. Bullard, R. E. 1937 Fayetteville
 2651. Bunch, L. E. 1933 Wilmington
 2745. Bunn, R. S. 1936 Elizabeth City
 3115. Burbage, W. H. (S.C.)
 1946 Albemarle
 3898. Burgiss, Thomas 1956 Winston-Salem
 2259. Burgiss, T. R. 1925 Sparta
 2789. Burlage, H. M. (Wash.)
 1937 Austin, Texas
 1612. Burnett, B. J. (col.)
 1911 Rocky Mount
 1650. Burnett, J. P. 1912 Whitakers
 3016. Burnett, J. P., Jr. 1943 Rocky Mount
 2858. Burris, L. R. 1939 Valdese
 3555. Burris, L. R., Jr. 1952 Valdese
 3228. Burrus, B. M. 1948 Canton
 2165. Burrus, S. B. (Ga.) 1923 Canton
 2544. Burt, M. S. 1930 Durham
 1681. Burwell, W. A. 1912 Angier
 3526. Busbee, J. A. (S.C.)
 1951 Claremont
 3520. Bush, B. E. (Ga.)
 1951 Hamilton, Calif.
 1872. Butler, A. B. 1916 Clinton
 3008. Butler, Josephine E. (Mrs. G. B.)
 1942 Gainesville, Fla.
 2450. Bynum, C. W. 1928 New Bern
 1097. Byrd, Clement 1903 Wilmington
- C
2914. Cable, M. LeR. 1940 Asheville
 2225. Cagle, C. V. (Ga.) 1924 Greensboro
 2473. Cain, C. M. (S.C.) 1929 Henrietta
 2050. Cain, L. D. 1921 Kannapolis
 3282. Caldwell, E. G. 1949 Lumberton
 2866. Caldwell, E. L. (col.)
 1939 Martinsville, Va.
 3610. Caldwell, E. S. (Pa.)
 1952 Winston-Salem
 2292. Caldwell, P. L. (Ga.) 1925 Faison
 3364. Callahan, Virginia L. (Mrs.)
 1950 Asheville
 3876. Callicutt, R. D. 1955 Thomasville

2637. Cameron, W. L. (S.C.) 1933 Vass
 3651. Campbell, C. C. 1953 Maiden
 2962. Campbell, E. G., Jr. 1941 Rocky Mount
 2219. Campbell, F. E. 1924 Hamlet
 1894. Campbell, H. T. 1916 Maiden
 3260. Campbell, Lena Silver (Mrs.)
 1949 Sidney, Ohio
 1955. Campbell, R. B. 1917 Taylorsville
 3652. Campbell, R. B., Jr.
 1953 Taylorsville
 3051. Canaday, M. S. 1944 Four Oaks
 1706. Canaday, R. C. 1913 Four Oaks
 1837. Canaday, W. H.
 1915 Olney, Texas
 3246. Cannon, C. C. (S.C.) 1948 Durham
 2823. Capps, E. U. 1938 Ahoskie
 2502. Cardell, J. C. 1929 Lenoir
 3592. Carmel, H. L. (Conn.)
 1952 Fayetteville
 3543. Carpenter, G. A. (S.C.)
 1952 Oteen
 3641. Carroll, G. L. (S.C.)
 1953 Wilmington
 2617. Carroll, W. W. 1932 Dunn
 3499. Carson, Barbara B. (Mrs.)
 1951 Greenville, S. C.
 2331. Carswell, A. P. 1926 Durham
 3017. Carswell, J. H. 1943 Chapel Hill
 2043. Carswell, R. F. 1921 Winston-Salem
 3556. Carter, L. H. 1952 High Point
 3457. Carter, R. E., Jr. 1951 Wilmington
 1232. Carter, Samuel 1905 Salisbury
 1659. Carter, Stamey 1912 Kannapolis
 3844. Carter, W. A. 1955 Gastonia
 3084. Caruthers, M. R. 1945 Raleigh
 3871. Cash, J. E. (S.C.) 1955 Rutherfordton
 3458. Cash, W. D. 1951 Washington, D. C.
 1787. Cassel, A. S. 1914 Raleigh
 3142. Casteel, J. R. (W.Va.)
 1946 Durham
 3247. Cates, L. R. (S.C.)
 1948 Blacksburg, S. C.
 1839. Caton, E. J. 1915 Ferrum, Va.
 2900. Caudill, Alta Jane H. (Mrs. J.)
 1940 Elizabethton, Tenn.
 3164. Caudle, Virginia 1947 Winston-Salem
 2831. Causey, J. H. 1938 Valdese
 3283. Cavanaugh, S. MacD. 1949 Rose Hill
 2131. Cecil, A. C. 1923 High Point
 2326. Champion, H. C. 1926 Concord
 2274. Champion, H. O. 1925 Waynesville
 2555. Chandler, E. O. (Va.) 1930 Leaksville
 3429. Chandler, J. W. 1951 Draper
 2920. Chandley, A. B. 1940 Asheville
 1348. Chapman, D. S. 1907 Durham
 2744. Chapman, H. C. 1936 Durham
 1775. Chappell, J. C. 1914 Raleigh
 3545. Cheatham, A. B. (Va.)
 1952 Wilmington
 1453. Cherry, J. L. 1909 Charlotte
 1562. Cherry, W. C. 1910 High Point
 2711. Civil, J. K. (S.C.) 1935 Charlotte
 2683. Clapp, E. B. 1934 Newton
 2668. Clark, C. B., Jr. 1934 Williamston
 2978. Clark, G. E. 1941 Warsaw
 2680. Clark, S. G. 1934 New Bern
 2341. Clark, W. A. 1926 Fayetteville
 3786. Clarkin, J. R., Jr. 1955 Hamlet
 2392. Clayton, A. W., Jr. 1927 Durham
 3229. Claytor, D. D. 1948 Greensboro
 3557. Clelland, Alec W., Jr.
 1952 Fayetteville
 3921. Clelland, Susan (Mrs.) (S.C.)
 1956 Fayetteville
 2205. Cline, C. E. 1924 New Orleans, La.
 1999. Cline, F. H. 1920 Charlotte
 2649. Cline, M. L. 1933 Winston-Salem
 3459. Clodfelter, W. A., Jr. 1951 Asheboro
 2976. Cloer, P. L. 1941 Lenoir
 3492. Cloer, R. A. (Ga.) 1951 Franklin
 2042. Cobb, J. L. 1921 High Point
 3353. Cobb, T. E. (Ala.)
 1950 Birmingham, Ala.
 3603. Coble, G. S. (S.C.) 1952 Stanley
 2608. Coble, J. C. 1932 Greensboro
 2747. Cochran, A. L., Jr. 1936 Jackson
 3620. Cocolas, G. H. 1953 Chapel Hill
 3500. Coffee, H. M. 1951 Thomasville
 3558. Cogdell, H. P. 1952 Kenly
 3787. Cohen, R. I. 1955 Kinston
 3653. Cole, A. F., Jr. 1953 Laurinburg
 2226. Cole, T. R. (Ga.) 1924 Sanford
 2886. Colina, G. D. (S.C.) 1940 Charlotte
 3091. Collette, R. W. (S.C.)
 1945 Mocksville
 3085. Collier, H. B.
 1945 St. Petersburg, Fla.
 3366. Collier, W. T. 1950 Greenville, S. C.
 3284. Collins, B. F., Jr. 1949 Greensboro
 3288. Collins, Doris M. (Mrs.)
 1949 Greensboro
 3460. Collins, R. E. 1951 Raleigh
 1484. Compton, J. W. 1909 Salisbury
 2542. Connell, J. P. B. 1930 Henderson
 1981. Cooke, D. B. (Tenn.) (col.)
 1919 Weldon

2876. Cooke, H. M., Jr. 1939 Winston-Salem
 3788. Cooper, B. F., Jr. 1955 Chapel Hill
 1900. Copeland, R. R. 1916 Ahoskie
 1667. Coppedge, J. B. 1912 Raleigh
 3107. Corbett, Muriel U. (Mrs.)
 1945 Lake Charles, La.
 2098. Corbitt, A. R. (W.Va.)
 1922 Charlotte
 2777. Cornwell, A. H. 1937 Lincolnton
 2669. Cornwell, G. T. 1934 Morganton
 3075. Corwith, F. H.
 1945 Southampton, N. Y.
 1431. Costner, B. P. 1908 Lincolnton
 1320. Council, C. T. 1906 Durham
 3140. Cowan, W. L. (S.C.)
 1946 Forest City
 1452. Cox, M. H. 1909 Asheville
 2138. Cox, R. O. (Mich.)
 1923 Winston-Salem
 2925. Cox, Rupert 1940 Raleigh
 2992. Cox, Ruth M. (Mrs.)
 1942 Winston-Salem
 3252. Craft, R. E. (S.C.)
 1948 Gastonia
 2825. Craig, L. B. 1938 Aberdeen
 3640. Craig, W. D., Jr. (S.C.)
 1953 Charlotte
 2276. Craig, W. F. 1925 Charlotte
 1684. Craven, C. H. 1912 Wilmington
 1599. Crawford, E. P. 1911 Lenoir
 2864. Crawford, H. D. 1939 Swannanoa
 2822. Creech, J. L. 1938 Smithfield
 2699. Creech, L. R. 1935 Oxford
 3736. Creech, W. G. 1954 Selma
 2623. Creech, W. H. 1932 Selma
 3933. Creekmore, R. L. 1956 Whiteville
 3834. Creticos, S. P. 1955 (S.C.)
 Charleston, S. C.
 3608. Crispens, W. E. (Md.)
 1952 Portsmouth, Va.
 2646. Crissman, U. F. 1933 Lexington
 2752. Cromley, R. I. (Ga.) 1937 Raleigh
 3169. Crowe, D. F. (Ga.) 1947 Oteen
 2773. Crowell, C. M., Jr. 1937 Mooresville
 2681. Crumpler, L. H. 1934 Raleigh
 2001. Crutchfield, T. G. 1920 Greensboro
 2862. Culbreth, G. McK.
 1939 Southern Pines
 1609. Culpepper, F. D. 1911 Louisburg
 3702. Curtis, Abner Jones (Ohio)
 1954 Hendersonville
 2464. Curtis, J. R. 1928 Bessemer City
 2342. Curtis, R. H. 1926 Rowland
 3789. Curtis, T. E. 1955 Waynesville
- D
3076. Dameron, H. G. 1945 Tabor City
 2863. Daniel, A. G. 1939 Portsmouth, Va.
 1692. Daniel, E. C. 1913 Zebulon
 3654. Daniels, H. H. 1953 Colerain
 3136. Dantzler, S. A. (S.C.)
 1946 Waynesville
 2830. Darden, R. J. 1938 Clinton
 3274. Darling, A. J. (Idaho)
 1949 Asheville
 2099. Darlington, J. M. (Va.)
 1922 Winston-Salem
 3033. David, J. P. 1943 Wilson
 3367. Davis, A. L. 1950 Statesville
 3092. Davis, Benard (Mo.)
 1944 Winston-Salem
 2888. Davis, C. E., Jr. (S.C.)
 1939 Winston-Salem
 2343. Davis, D. R. 1926 Williamston
 1763. Davis, H. E. 1914 Andrews
 1350. Davis, I. I. 1907 Concord
 2334. Davis, J. G. 1926 Spindale
 1740. Davis, J. W. 1914 Edenton
 1731. Davis, K. W. 1913 Winston-Salem
 2855. Davis, M. L. 1939 Elm City
 3352. Davis, M. W. II (S.C.)
 1950 Fair Bluff
 2965. Davis, McDonald, Jr. 1941 Roseboro
 3533. Davis, W. E. 1952 Reidsville
 3934. Dawkins, W. A., Jr. 1956 Dunn
 1485. Dawson, M. P. 1909 Rocky Mount
 3559. Day, H. V. 1952 Spruce Pine
 2521. Day L. G. (S.C.) 1930 Spruce Pine
 2498. Dayvault, F. W. 1929 Lenoir
 2281. Deal, H. M. 1925 Lenoir
 3598. Dean, A. M. (Ga.) 1952 Wilmington
 3690. Dean, F. S. (S.C.) 1953 Lumberton
 3897. Dean, J. A. (Ga.) 1956 Asheville
 3832. Deaton, C. E. 1955 Liberty
 3119. Dees, R. R. 1946 Burgaw
 3368. Dement, W. T. 1950 Oxford
 2476. Dennis, C. M. (S.C.) 1928 Shelby
 3790. Denson, M. D. 1955 Graham
 3176. Dente, M. A. (N.J.)
 1947 Charlotte
 2832. Dever, J. H. 1938 Greensboro
 3877. Dever, R. J. 1955 Greensboro
 3501. Dewar, R. L. 1951 La Grange
 3935. DiFazio, Constance J. (Mrs.)
 1956 Chapel Hill

3845. DiFazio, C. A. 1955 Chapel Hill
 2386. Dill, G. W., Jr. 1927 Morehead City
 2923. Dillon, H. E. 1940 Elkin
 3369. Dimmick, G. B., Jr. 1950 Derita
 3143. Dingler, K. L. 1946 Statesville
 1773. Dinwiddie, P. H. 1914 Marshall
 3359. Dixon, W. R. (Ga.) 1950 Charlotte
 2600. Dodd, C. N. (Va.) 1932 Raleigh
 3560. Dollar, A. C., Jr. 1952 Winston-Salem
 3655. Dollar, L. C. 1953 Apex
 3676. Douglas, F. L. (col.) (La.)
 1953 Winston-Salem
 1218. Douglas, J. D. (col.)
 1904 Henderson
 3607. Dover, B. F. (Ga.)
 1952 Memphis, Tenn.
 3824. Dover, H. J. (Ala.) 1955 Asheville
 3254. Dowlall, W. O. (Ala.)
 1949 Charlotte
 1911. Dowdy, D. A. 1917 High Point
 3737. Dowdy, D. A., Jr. 1954 High Point
 3431. Dowdy, J. H. 1951 High Point
 3674. Driscoll, F. W. (Mrs.) (Ala.)
 1953 Frisco City, Ala.
 2702. Dudley, W. G., Jr. 1935 Reidsville
 2817. Duffy, H. B. 1938 New Bern
 2964. Duguid, Helen W. 1941 Kinston
 3561. Dukes, W. S. 1952 Greensboro
 3878. Dunlap, H. H., Jr. 1955 Sanford
 3502. Dunlap, R. H. 1951 Winston-Salem
 1961. Durham, C. T. 1917 Chapel Hill
 3738. Duvall, C. J. 1954 Franklin

E

2791. Eadie, E. B. (S.C.) 1938 Charlotte
 2712. Easley, Willa V. (D.C.) (col.)
 1935 Whiteville
 2975. Eatman, G. A. 1941 Wilson
 3114. Eberly, M.D. (Ind.)
 1946 Memphis, Tenn.
 3093. Edmonds, G. H. (S.C.)
 1944 Greensboro
 2891. Edmonds, M. M. (Mo.)
 1940 Greensboro
 2619. Edwards, C. R. 1932 Albemarle
 3094. Edwards, G. B. (Ga.)
 1944 Wake Forest
 3491. Edwards, J. C. (Ala.)
 1951 Wilmington
 3286. Edwards, J. W. 1949 Winston-Salem
 2867. Edwards, L. K., Jr.
 1939 Stantonsburg
 2081. Edwards, O. C. 1921 Neuse

2940. Edwards, S. McD. 1941 Ayden
 1922. Edwards, S. McG. 1917 Ayden
 1004. Edwards, T. N. 1901 Charlotte
 3919. Eidam, B. H., Jr. 1956 (Ga.) Asheville
 1006. Eldridge, Julius 1901 Winston-Salem
 1351. Elliott, A. G. 1907 Fuquay Springs
 3077. Elliott, A. G., Jr.
 1945 Fuquay Springs
 2266. Ellis, W. D. 1925 Martinsville, Va.
 3221. Ellison, J. M. (Fla.)
 1948 Miami, Fla.
 3791. Elmore, O. A., Jr. 1955 Raleigh
 2826. Elson, J. R., Jr. 1938 Enka
 3936. Ennett, W. B. 1956 Ahsokie
 3070. Estes, J. C., Jr. 1944 Haw River
 1457. Etheridge, S. B. 1909 Washington
 2008. Etheridge, T. J., Jr. 1920 Bailey
 837. Eubanks, C. L. 1896 Chapel Hill
 1859. Eubanks, J. N. 1916 Greensboro
 3699. Evans, A. W. (col.) (La.)
 1954 Ft. Bragg
 3937. Evans, F. H. 1956 Greensboro
 3432. Evans, Flora Nell 1951 Durham
 2686. Evans, J. E. 1934 Marion
 3095. Evans, W. N. (S.C.) 1945 Waynesville
 2170. Evans, W. B. (Ga.) 1923 Greensboro

F

3358. Fairecloth, V. L. (S.C.)
 1950 Charlotte
 3588. Fairley, Allene (Mrs.) 1952 Dunn
 3562. Fairley, R. B. 1952 Dunn
 2687. Farmer, W. F. 1934 Scotland Neck
 1908. Farrell, R. D. 1917 Greensboro
 2328. Farrington, J. V. 1926 Greensboro
 1743. Faucette, W. P. 1914 Raleigh
 1459. Faulconer, R. C. 1909 Burlington
 2171. Feagin, E. L. (Ala.)
 1923 Hendersonville
 3255. Feagin, E. L., Jr. (Ala.)
 1949 Hendersonville
 3521. Feagin, L. E. (Iowa)
 1951 Hendersonville
 3127. Fearing, M. K., Jr. 1946 Manteo
 3678. Feeney, B. A., Jr. (Ga.)
 1953 Salisbury
 3370. Ferguson, C. McD., Jr.
 1950 Siler City
 2194. Ferguson, H. Q. 1924 Randleman
 3705. Ferguson, J. F., Jr. 1954 Durham
 2467. Ferguson, J. S. 1928 Fayetteville
 3706. Ferguson, L. M. 1954 Taylorsville

3769. Ferguson, L. E. (Ky.)
1954 Winston-Salem
1920. Fields, J. T., Jr. 1917 Laurinburg
3332. Fincher, E. M. 1950 Asheville
3287. Finger, Z. L. 1949 Morganton
1800. Finley, G. B. 1915 Marion
1797. Fishel, A. L. 1915 Winston-Salem
3707. Fisher, C. G. 1954 Lexington
3795. Fisher, Don (Mrs.)
1955 Thomasville
1946. Fisher, Lester 1917 Statesville
3938. Fisher, L. J. 1956 Statesville
3939. Fisher, Oveda 1956 Wilmington
3462. Fisher, P. L. 1951 Elkin
1861. Fitchett, C. E. 1916 Dunn
3679. Fitzgerald, F. B., Jr. (Ala.)
1953 Hickory
3261. Fleming, O. G. 1949 Smithfield
3201. Fleming, Velma (Va.)
1947 Portland, Ohio
3621. Fletcher, J. H. 1953 Marion
3452. Flinchum, A. C. (Mrs.) (S.C.)
1951 Greenwood, S. C.
3739. Floyd, C. M., Jr.
1954 Roanoke Rapids
3018. Flynn, H. L. 1943 Winston-Salem
3433. Forbus, B. M. 1951 Nashville, Tenn.
2255. Fordham, C. C., Jr. 1925 Greensboro
1487. Fordham, C. McK. 1909 Greensboro
2652. Forrest, B. B. 1933 Hillsboro
3333. Forrest, W. G. 1950 Gastonia
3896. Forrester, P. R. (S.C.) 1956 Albemarle
3637. Foss, E. L. (Maine)
1953 Elizabeth City
2332. Foster, D. W. 1926 Asheville
1685. Foster, J. C. C. 1912 Tryon
3258. Fowler, Evelyn B. (Mrs.)
1949 Salisbury
3862. Fowler, J. D. (S.C.) 1955 Clarkton
1322. Fox, C. M. 1906 Asheboro
3846. Fox, E. L. 1955 Brooklyn, N. Y.
2781. Fox, H. S. 1937 Winston-Salem
2843. Fox, J. H. 1939 Asheboro
2942. Fox, J. C., Jr. 1941 Chapel Hill
3036. Fox, Margaret (Mrs.)
1943 Chapel Hill
3150. Franklin, R. E. (Miss.)
1946 Greensboro
3879. Freeman, J. H. 1955 Fayetteville
3916. French, Donald (Ala.)
1956 Reidsville
3622. Friday, J. P. 1953 Gastonia
3644. Fritsche, T. R. (N.J.)
1953 Palmetto, Fla.
2536. Frontis, S. W. 1930 Greensboro
3792. Frostick, W. L. 1955 Maxton
3563. Fulbright, K. N.
1952 Guilford College
1434. Fullenwider, Phifer 1908 Raleigh
2979. Fuller, E. R. 1941 Salisbury
2086. Furr, F. L. 1921 Durham
3055. Fussell, T. E. 1944 Rose Hill
2928. Futrell, C. L. 1940 Raleigh
- G
3463. Gabriel, J. C. 1951 Troutman
3611. Gaddy, C. B., Jr. (S.C.)
1952 Charlotte
3464. Gaddy, C. H. 1951 Clinton
2898. Gaddy, E. P. 1940 Greensboro
1488. Gaddy, H. M. 1909 Asheville
2943. Gaddy, Phil 1941 Marshville
3139. Gaddy, R. L., Jr. (Fla.)
1946 Tallahassee, Fla.
2770. Galloway, A. E. 1937 Charlotte
2319. Gamble, A. A. 1926 Rocky Mount
1810. Gamble, C. F. 1915 Monroe
2060. Gamble, J. P. 1921 Monroe
3870. Gamboa, I. C. (Va.) 1955 Norfolk, Va.
3416. Gammon, H. O. (Mo.) 1950 Reidsville
3414. Gardiner, P. L. (R.I.)
1950 Greensboro
3319. Gardner, J. T. 1949 Mooresville
2286. Gardner, Mattie S. (Mrs. W. K.)
1925 Charlotte
1403. Gardner, T. L. 1908 Reidsville
3334. Gardner, W. S. 1950 Burlington
1954. Garner, C. V. 1917 Kenansville
2465. Garren, F. O. 1928 Pelzer, S. C.
2039. Garrett, Y. D., Jr. (col.)
1920 Durham
2093. Gary, J. R. 1922 Arlington, Va.
1877. Gaskins, W. F. 1916 New Bern
2022. Gatling, T. R. (S.C.) (col.)
1920 Winston-Salem
1886. Gattis, P. D. 1916 Raleigh
3740. Gaylord, J. T. 1954 Kinston
3760. Geis, V. L. (Ill.) 1954 Chicago, Ill.
3230. Gerlinger, J. J. 1948 Rocky Mount
3927. Gibson, J. H. (S.C.)
1956 Elizabethtown
3371. Gilbert, L. E., Jr. 1950 Hope Mills
1124. Gilbert, Loamie 1903 Benson
2784. Gilbert, L. M., Jr. 1937 Maxton
2069. Gilbert, W. B. (Ga.) 1921 Raleigh

3793. Gillespie, C. B., Jr. 1955 Pink Hill
 3465. Gilliam, A. B., Jr. 1951 Reidsville
 2257. Gilliam, W. A. 1925 Winston-Salem
 2557. Gillikin, C. E. (S.C.) 1931 Kenly
 3682. Gilmore, Lamar Miller (S.C.)
 1953 Kannapolis
 3922. Gleissner, Amata (Mrs.) (S.C.)
 1956 Gaffney, S. C.
 2588. Glenn, E. F. 1931 Beaufort
 2270. Glenn, J. S. 1925 Mount Olive
 2701. Glenn, R. A. 1935 Burnsville
 3868. Godfrey, J. K. (Ga.) 1955 Murphy
 2624. Godwin, C. F. 1932 Pine Level
 2119. Goode, B. S. 1923 Statesville
 2294. Gooden, D. T. (Va.)
 1926 Grottoes, Va.
 1709. Goodrum, C. S. 1913 Davidson
 2899. Goodwin, M. N. 1940 Morehead City
 2629. Gordon, T. W. 1932 Thomasville
 3708. Gowan, S. W. 1954 Wallace
 3623. Graham, C. C. 1953 Greensboro
 3693. Graham, G. R. (S.C.)
 1953 Charlotte
 1916. Graham, J. C. 1917 Red Springs
 3262. Graham, L. I. 1949 Wallace
 3880. Graham, W. W. 1955 Monroe
 3656. Grandy, J. I. 1953 Charlotte
 3893. Granger, J. C. (S.C.)
 1955 Greensboro
 3466. Grantham, J. G. 1951 Charlotte
 1565. Grantham, L. I. 1910 St. Pauls
 2771. Grantham, R. B. 1937 Red Springs
 924. Green, C. F. 1899 Wilmington
 2944. Greene, H. W. 1941 Wilmington
 1490. Greene, H. C. 1909 Charlotte
 3534. Greene, J. P. 1952 Boone
 3165. Greenspan, Joseph 1947 Charlotte
 2217. Greenwood, A. M. 1924 High Point
 3467. Greeson, H. C. 1951 Sanford
 3096. Gregory, W. S. (S.C.) 1944 Shelby
 3564. Gresham, J. W. 1952 Wilson
 3895. Gretz, Margaret (Mass.)
 1955 Hendersonville
 2736. Greyer, Mary Alice B.
 (Mrs. Joe Peyton) 1936 Bryson City
 3231. Griffin, E. W., Jr.
 1948 Kings Mountain
 2295. Griffin, Octavus (Va.)
 1926 Roanoke Rapids
 3289. Griffin, S. D., Jr. 1949 Burlington
 3170. Griffin, W. A. (Ala.)
 1947 New Smyrna, Fla.
 3565. Griffin, W. C. 1952 Raleigh
 3848. Griffin, W. Crane
 1955 Roanoke Rapids
 2508. Griffin, W. R. 1929 Old Fort
 1374. Griffith, Wiltshire
 1907 Hendersonville
 3741. Griffith, Wiltshire, Jr.
 1954 Hendersonville
 1829. Grimes, G. D. 1915 Robersonville
 3542. Gross, N. R. (S.C.) 1952 Whiteville
 2055. Guion, C. L. 1921 Aberdeen
 1860. Guion, C. D. 1916 Cornelius
 2056. Guion, H. N. 1921 Marshville
 1856. Gurley, W. B. 1916 Windsor
 2829. Guthrie, C. H. 1938 Beaufort
- H
3794. Hackney, E. W. 1955 Sanford
 3104. Hahl, Marguerite W. (Mrs. J. W.)
 1945 Raleigh
 2273. Hair, R. C. 1925 Pineville
 1939. Hairston, R. S. (col.)
 1917 Winston-Salem
 3050. Haith, J. W., Jr. (col.)
 1944 Burlington
 2460. Hall, I. B., Jr. (col.)
 1928 Winston-Salem
 2381. Hall, J. M., Jr. 1927 Wilmington
 2265. Hall, J. P. 1925 Oxford
 3290. Hall, R. B. 1949 Mocksville
 2189. Hall, S. C. 1924 Oxford
 2282. Hall, S. B. 1925 Mocksville
 2844. Halsey, W. B. 1939 Sparta
 2684. Ham, F. B. 1934 Orlando, Fla.
 3020. Ham, R. G. 1943 Walnut Cove
 2146. Ham, T. J., Jr. (Va.)
 1922 Yanceyville
 3197. Hamer, M. S.
 1947 Hughesville, Md.
 3917. Hamilton, S. W. (Ga.)
 1956 Brunswick, Ga.
 1307. Hamlet, Reginald 1906 Raleigh
 2147. Hamlin, J. T. (W.Va.) (col.)
 1922 Raleigh
 2945. Hamlin, V. C., Jr. (col.) 1941 Raleigh
 3535. Hammerness, F. C. 1952 Chapel Hill
 2792. Hammond, H. H. (S.C.)
 1937 Charlotte
 3232. Handy, K. E. 1948 Raleigh
 3609. Hankey, L. C. (Pa.) 1952 Asheville
 2850. Hardee, A. K., Jr. 1939 Charlotte
 2388. Hardee, W. E. 1927 Charlotte
 3129. Hardy, R. W. 1946 Concord
 3899. Hargett, C. B. 1956 Washington

3709. Harmon, J. F., Jr. 1954 Lexington
 3495. Harper, J. E., Jr. (S.C.)
 1951 Concord
 2456. Harper, W. L. 1928 Hendersonville
 3731. Harrelson, W. H. (S.C.)
 1954 Tabor City
 3710. Harris, G. W. 1954 Durham
 3940. Harris, J. F. 1956 (col.)
 Washington, D. C.
 2209. Harris, J. C. 1924 Durham
 3566. Harris, J. C., Jr. 1952 Durham
 3263. Harris, L. C. 1949 Blowing Rock
 3634. Harris, R. O. (S.C.) 1953 Charlotte
 2660. Harris, T. B. (S.C.) 1933 Forest City
 2616. Harris, W. B. 1932 High Point
 3123. Harrison, J. W. 1946 Asheville
 3567. Harrison, J. R. 1952 Troy
 2321. Harrison, L. S. 1926 Greenville
 3264. Harrison, R. F. 1949 Sanford
 1462. Harrison, T. N., Jr. 1909 Greenville
 2682. Hartis, G. C. 1934 Winston-Salem
 3536. Harward, B. R. 1952 Broadway
 3657. Hatcher, J. E. 1953 Kenansville
 3910. Hathaway, R. J. (Ill.) 1956 Skyland
 2251. Haupt, Edward 1925 Newton
 3568. Hauss, H. L. 1952 China Grove
 3489. Hawkins, A. R., Jr., (N.D.)
 1951 Guilford College
 3335. Hawkins, C. B. 1950 Bryson City
 3624. Hawkins, C. I. 1953 Madison
 3291. Hawkins, H. B. 1949 Statesville
 3772. Hawkins, P. E. (Ga.) 1954 Charlotte
 3265. Hawkins, Reeves 1949 Tucson, Ariz.
 1865. Hayes, G. E. 1916 Hickory
 2769. Hayes, W. A. 1937 Creedmoor
 1722. Haymore, J. B. 1913 Grifton
 3336. Heath, R. E. 1950 Rocky Mount
 3941. Heath, R. V. 1956 Kinston
 3617. Heaton, P. H., Jr. (S.C.)
 1953 Wilmington
 3078. Hege, G. D. 1945 Whiteville
 3827. Hemby, S. E. (Ga.) 1955 Charlotte
 3292. Hemingway, C. E. 1949 Charlotte
 3664. Hemingway, Mary F. (Mrs.)
 1953 Charlotte
 1949. Henderlite, J. W., M.D.
 1917 St. Louis, Mo.
 1437. Henderson, A. J. (col.)
 1908 Fayetteville
 2376. Henderson, G. E. 1927 Alexandria, Va.
 1718. Henderson, J. L. 1913 Salisbury
 2756. Hendrick, A. B. (S.C.)
 1937 Kannapolis
 2877. Hendrix, J. O'N. 1939 Canton
 3032. Henley, J. T. 1943 Hope Mills
 2841. Henriksen, H. E. (S.C.)
 1939 Wilmington
 3829. Henry, W. W. (Pa.) 1955 Havelock
 2664. Hern, E. L. (col.) (S.C.)
 1947 Charleston, S. C.
 2929. Herndon, H. H. (Ga.)
 1940 Winston-Salem
 3796. Herrin, J. C. 1955 Greensboro
 3797. Herring, E. N. 1955 Clinton
 1944. Herring, N. B. 1917 Wilson
 1375. Herring, R. R. 1907 Oxford
 3058. Herring, R. McP. 1944 Clinton
 3569. Herring, W. I. 1952 Chapel Hill
 2715. Hertzog, C. W. (S.C.)
 1935 Richmond, Va.
 2643. Hickman, W. L. 1933 Wilmington
 2677. Hicks, A. M. 1934 Pikeville
 1493. Hicks, C. G. 1909 Raleigh
 3337. Hicks, Jean Snyder (Mrs.)
 1950 Charlotte
 1007. Hicks, J. E. F. 1901 Goldsboro
 3881. Higdon, M. L. 1955 Franklin
 2595. High, P. J. (S.C.)
 1932 Anderson, S. C.
 2509. Hill, G. L. (col.) 1929 New Bern
 3882. Hill, J. A. 1955 Charlotte
 3883. Hines, R. M. 1955 Charlotte
 3711. Hix, D. T. 1954 Harmony
 2390. Hobbs, Alden 1927 Kinston
 3747. Hobbs, Martha S. (Mrs.)
 1954 Kinston
 3884. Hobowsky, Freda 1955 Scotland Neck
 2012. Hocutt, D. D. 1920 Henderson
 3105. Hoffman, E. N. (S.C.)
 1945 Lumberton
 1752. Hoffman, J. F., Jr.
 1914 High Point
 3601. Hoffman, W. C. (Va.)
 1952 Guilford College
 2122. Hogan, A. L. 1923 Kinston
 2549. Hoggard, C. R.
 1930 South Arlington, Va.
 3685. Holland, J. S. (S.C.)
 1953 Winston-Salem
 3007. Holland, L. L. 1942 Hamlet
 2019. Holland, R. F. (Ga.) 1919 Charlotte
 3002. Holland, T. M. 1942 Mount Holly
 1240. Holland, W. F. 1905 Mount Holly
 2734. Hollowell, W. C. 1936 Greenville
 3043. Hollowell, W. H., Jr. 1944 Edenton

3600. Holmes, J. M., Jr. (La.) (col.)
1952 Clinton
3171. Holt, Ernest (S.C.) 1947 Forest City
2695. Holt, F. A. 1935 North Wilkesboro
3266. Holt, Maryellen (Mrs.)
1949 Burlington
3840. Holt, R. L. (Miss.) 1955 Chapel Hill
3658. Holt, W. S. 1953 Goldsboro
2868. Honeycutt, G. W. 1939 Rockingham
1494. Hood, H. C. 1909 Smithfield
3918. Hood, India (Tenn.) 1956 Richlands
1595. Hood, J. C. 1911 Kinston
3293. Hood, J. C., Jr. 1949 Kinston
1712. Hood, P. C. 1913 Dunn
1101. Hood, W. D. 1903 Smithfield
1782. Hooper, F. L. 1914 Sylva
2930. Hooper, J. L., Jr. (Ga.)
1941 Hiawassee, Ga.
3188. Horne, H. R. 1947 Fayetteville
3338. Horner, Lucille Earl (Mrs.)
1950 Charlotte
1844. Horseley, H. T. 1915 Shelby
2085. Horton, J. P. 1921 N. Wilkesboro
3537. Horton, J. P., Jr. 1952 Wilkesboro
3570. Horton, W. D. 1952 N. Wilkesboro
3503. Horton, W. P. 1951 Wilson
2175. Hough, J. T. (S.C.) 1923 Charlotte
1522. House, Joseph 1910 Beaufort
3267. House, Joseph, Jr. 1949 Grifton
2705. Houser, W. H. 1935 Cherryville
3849. Howard, J. F. 1955 Wilmington
3339. Howard, W. McC.
1950 Winston-Salem
3372. Howe, A. G. 1950 Rocky Mount
3268. Howell, Viola R. (Mrs.)
1949 Dobson
3061. Howell, W. L., Jr. (Ga.)
1943 Raeford
1408. Howerton, J. L. 1908 Greensboro
3778. Howle, W. W. (S.C.) 1954 Charlotte
3373. Hoyle, E. D. 1950 Cooleemee
1813. Hoyle, M. H. 1915 Cooleemee
3209. Huber, H. G. (N.J.) 1947 Charlotte
3798. Hudson, G. W. 1955 New Bern
3468. Hudson, R. T. 1951 Charlotte
3314. Hunsucker, Evelyn Stutts
(Mrs. Keith) 1949 Gibson
3799. Hunter, Helen J. 1955 Winston-Salem
1546. Hunter, J. B. 1910 Charlotte
3850. Hunter, J. E., Jr.
1955 Columbia, S. C.
3006. Huntley, C. O. 1942 Lenoir
3504. Huntley, R. C. 1951 Charlotte

2696. Huntley, W. A. 1935 Lexington
2633. Huss, K. W. 1933 Gastonia
1542. Hutchins, J. A. 1910 Winston-Salem

I

2878. Ingle, C. E. 1939 Weaverville
2009. Ingram, L. M. 1920 High Point
2980. Inman, G. G. 1941 Rockingham
2946. Irwin, D. A. 1941 Elkin
3021. Irwin, R. L. 1943 Elkin
2446. Isler, J. H. (col.) 1928 Charlotte
1753. Isler, W. A. (col.) 1914 Kinston

J

2385. Jackson, J. C. 1927 Lumberton
2222. Jackson, Leonidas 1924 Erwin
2559. Jackson, Oseeola (Tenn.) (col.)
1930 Goldsboro
1463. James A. A. 1909 Greensboro
3800. James, Cecil Irving 1955 Asheville
2512. James, C. J. 1929 Hillsboro
3374. James, S. A. (col.) 1950 Oteen
1545. Jarrett, L. M. 1910 Biltmore
3639. Jeffries, C. L. (Va.)
1953 Wake Forest
1244. Jenkins, J. V. 1905 Spindale
3434. Jenkins, P. R. 1951 Murfreesboro
2375. Jenkins, Sam 1927 Walstonburg
2596. Jenkins, W. I. (Va.) 1931 Biscoe
3885. Jenkins, W. L., Jr. 1955 Biscoe
3635. Jennings, R. N. (Ga.)
1953 Burlington
1756. Jernigan, R. W. 1914 Chapel Hill
2947. Johnson, A. R. 1941 Nashville
3375. Johnson, C. E. 1950 Greenville
2396. Johnson, G. P. 1927 Jacksonville
2223. Johnson, J. E., Jr. 1924 Lumberton
2716. Johnson, O. L. (Md.) 1935 Charlotte
3022. Johnson, R. H. 1943 Robbins
2232. Johnson, R. J. (S.C.) 1924 Asheville
3801. Johnson, S. B., Jr. 1955 Charlotte
2733. Johnson, T. B. 1936 Hickory
3034. Johnson, T. H. 1943 Raleigh
3407. Johnson, W. A. (Ala.) 1950 Mt. Airy
2200. Johnson, Wm. Lewis 1924 Raleigh
1518. Johnson, Wm. Luther 1910 Gibson
3376. Johnson, W. P. 1950 Kinston
2006. Johnson, W. R. 1920 Raleigh
3659. Johnson, W. Roland 1953 Asheville
2632. Johnson, W. S. 1933 Rocky Mount
2739. Johnson, W. W.
1936 Fuquay Springs
930. Johnston, A. S. 1899 Smithfield

3049. Johnston, C. A. 1944 Littleton
 2151. Joiner, A. E. (Ga.) 1923 High Point
 2034. Joiner, L. B. (S.C.) 1920 Salisbury
 3435. Jolley, C. E. 1951 Lawndale
 3962. Jones, Betty Jane (S.C.) 1956 Hamlet
 3377. Jones, C. F., Jr. 1950 Oxford
 3086. Jones, Constance D. (Mrs. O. M., Jr.)
 1945 St. Petersburg, Fla.
 3660. Jones, D. E. 1953 Beaufort
 2233. Jones, Dolan (Ga.) 1925 Monroe
 3378. Jones, F. E., Jr.
 1950 Norfolk, Va.
 2851. Jones, G. H. 1939 Zebulon
 1174. Jones, H. E. (col.) 1904 Asheville
 2152. Jones, J. L. (Ga.) 1922 Canton
 3379. Jones, J. L., Jr. 1950 Canton
 1693. Jones, J. H. 1913 Haw River
 2757. Jones, M. L. (Tenn.) 1937 Asheville
 3915. Jones, R. B. (Ga.) 1956 Asheville
 3294. Jones, W. W. (col.)
 1949 Norfolk, Va.
 2041. Jordan, D. L. 1921 Raleigh
 3295. Jordan, W. M., Jr., 1949 Marion
 3296. Jordan, W. W. 1949 Raleigh
 3942. Josey, C. W. 1956 Cherryville
 3023. Jowdy, A. W., Jr. 1943 New Bern
 3770. Joye, M. L. (S.C.) 1954 Salisbury
 3684. Judy, E. P. (S.C.)
 1953 Waynesville
- K
2576. Kale, R. G. 1931 Durham
 3900. Kauffman, W. H. 1956 Asheville
 3113. Kearns, T. N. (Ga.) 1946 Asheboro
 2809. Kee, H. J. 1938 Norfolk, Va.
 2690. Keenum, R. F. (Tenn.)
 1935 Hazelwood
 3192. Keetsook, I. A. (Mrs.)
 1947 Durham
 1892. Keever, J. W., M.D. 1916 Hickory
 3839. Keith, R. M. (S.C.) 1955 Charlotte
 2350. Kelly, G. C. 1926 Lillington
 2967. Kelly, H. L. 1941 Durham
 3024. Kerr, B. D. 1943 Raleigh
 2848. Kessler, M. M.
 1939 Baltimore, Md.
 3683. Keys, C. M., M.D. (Va.)
 1953 West Jefferson
 1356. Kibler, R. E. 1907 Morganton
 3436. Kiger, R. W. 1951 Shelby
 3890. Kight, H. O. (Ga.) 1955 High Point
 3851. Kimball, Jacquelyn (Mrs.)
 1955 Louisburg
3625. Kimsey, C. E. 1953
 Chattanooga, Tenn.
 3380. Kinard, E. R., Jr. 1950 Greensboro
 2999. King, A. H. 1942 Durham
 2399. King, B. F. 1927 Greensboro
 3712. King, D. G. 1954 Fayetteville
 1496. King, J. R. 1909 Durham
 3340. King, W. A. 1950 Mount Airy
 2027. King, W. H. (S.C.) (col.)
 1919 Greensboro
 3166. Kingsbury, Mary H. (Mrs.)
 1947 Union City, Tenn.
 2201. Kirby, J. H. 1924 Fredericksburg, Va.
 3297. Kirkpatirek, T. M., Jr.
 1949 Leaksville
 3189. Kiser, A. G. 1947 Asheville
 3298. Kiser, F. C. 1949 Asheville
 3381. Kiser, J. C. 1950 Cramerton
 2948. Kiser, R. A. 1941 China Grove
 2758. Klein, B. F. (Pa.) 1936 Asheville
 3836. Klingman, Gerda (Mrs.) (Va.)
 1955 Durham
 3802. Kluttz, J. A. 1955 Black Mountain
 1620. Knight, C. V. 1911 Wilson
 3079. Knight, E. H. 1945 Black Mountain
 3852. Knight, J. O. 1955 Williamston
 3299. Knight, J. E. 1949 Yadkinville
 3571. Knight, R. A. 1952 Carthage
 2193. Knight, R. S., Jr. 1924 Columbia
 3714. Knott, Carolyn (Mrs.) 1954 Raleigh
 3341. Knox, R. L. 1950 Charlotte
 1952 Koonce, J. E. 1900 Chadbourn
 3223. Koonce, S. G. 1948 Chadbourn
 2580. Koonts, A. A. 1931 High Point
 3000. Kornfeld, Abraham
 1942 Rocky Mount
 3713. Kostic, T. F. 1954 Nashville, Tenn.
 3891. Kouzel, Howard
 1955 (Md.) Silver Springs, Md.
 2931. Kraus, Emma Myrtle (Va.)
 1940 Charlotte
 2586. Kritzer, E. L. 1931 Albemarle
 3538. Kubiak, Dolores A. (Mrs.)
 1952 Donora, Pa.
- L
2178. Lamar, W. L., Jr. (Ala.)
 1923 Denton
 2116. Lamm, L. M. 1923 Mount Airy
 3505. Lamore, W. P. 1951 Oteen
 3409. Lane, R. L. (Ga.) 1950 Greensboro
 3901. Langdon, F. H. 1956 Greensboro
 2120. Langdon, R. E. 1923 Fayetteville

2746. Langdon, Roscoe 1936 Columbia, S. C.
 3080. Langston, D. O'B. 1945 Franklinton
 3572. Langston, M. B., Jr. 1952 New Bern
 3300. Lanier, LeRoy 1949 Fayetteville
 3902. Lanning, E. R., Jr. 1956 Lexington
 2662. Lasley, C. G. (Penn.) 1934 Draper
 3749. Latta, Patsy (Mrs.) 1954 Durham
 3960. Lavergne, K. J. (La.)
 1956 Fayetteville
 3730. Lawson, H. A. (S.D.)
 1954 Weaverville
 3200. Lawson, J. I., Jr. (Ga.)
 1947 Ft. Lauderdale, Fla.
 2049. Layton, C. C. 1921 High Point
 2457. Lazarus, Joseph 1928 Sanford
 1439. Lea, L. J. 1908 Laurinburg
 2013. Lea, V. D. 1920 Durham
 1942. Ledbetter, E. DeB. 1917 Lexington
 2932. Ledford, J. E. (Ga.)
 1940 McCaysville, Ga.
 2387. LeGette, J. S. 1927 Charlotte
 3681. Leitch, H. K. (Mich.)
 1953 Albemarle
 2261. Le Mon, H. H. (col.) 1925 High Point
 3382. Leonard, H. B., Jr. 1950 High Point
 3762. Leonard, T. D. (S.C.)
 1954 Charlotte
 2481. Lever, T. H. (S.C.) 1928 Charlotte
 2933. Lewis, B. B. (Ohio) 1941 Lincolnton
 1671. Lewis, H. R. 1912 Asheville
 3903. Lewis, R. L. 1956 Charlotte
 2783. Lewis, W. C. 1937 Kannapolis
 2949. Lewis, W. K. 1941 Mount Olive
 2749. Libbus, T. A. 1936 New Bern
 3661. Liles, R. H. 1953 Washington, D. C.
 3220. Lindenschmidt, V. J. (Ind.)
 1948 Wilmington
 3912. Lindsay, Bobby Clay (Tenn.)
 1956 Salisbury
 2821. Link, F. P. 1938 Reidsville
 2788. Linn, T. L. 1938 Landis
 1467. Lisk, D. C. 1909 Charlotte
 3213. Little, G. L. 1948
 New Kensington, Pa.
 2901. Lloyd, A. A. 1940 Hillsboro
 2011. Lloyd, T. P. 1920 Louisburg
 3803. Lloyd, W. L. 1955 Lillington
 3146. Lockhart, B. O. 1946 Raleigh
 3383. Lockwood, Mary Elizabeth
 1950 Brunswick, Ga.
 1468. Loftin, J. U. 1909 Albemarle
 3328. Loftin, T. G. (Miss.) 1949 Albemarle
 3764. Logan, H. M. (Ind.)
 1954 Bellaire, Texas
 3384. London, L. W., Jr. 1950 Mooresville
 2927. Lorek, L. A. 1940 Radford, Va.
 3573. Loritts, T. D. (col.)
 1952 Cleveland, Ohio
 3323. Lott, A. B. (S.C.) 1949 Asheville
 3804. Lovelace, W. M., Jr.
 1955 Boiling Springs
 2706. Lovett, H. E. 1935 Liberty
 3301. Lovette, J. F. 1949 Liberty
 3385. Lowder, J. H. 1950 Marion
 3779. Lowder, T. M., Jr. (S.C.)
 1954 Greensboro
 3212. Lowe, Bonnie H. (Mrs.)
 1948 Archdale
 3302. Lowe, J. D. 1949 Archdale
 3825. Lowry, F. W. (S.C.)
 1955 Statesville
 1670. Lunn, F. H. 1912 Winston-Salem
 1357. Lutz, H. C. 1907 Hickory
 2852. Lynch, Ernestine B. (Mrs. H. W.)
 1939 Dunn
 3437. Lynch, H. W. 1951 Dunn
 1176. Lynch, N. W. 1904 McColl, S. C.
 2872. Lynch, W. F. 1939 Durham
 2510. Lyon, J. F. 1929 Alexandria, Va.
 1666. Lyon, O. H. 1912 N. Wilkesboro
 1379. Lyon, R. P. 1907 Wadesboro
 2180. Lyon, W. B. (Va.) 1923 Greensboro
 Me
 2997. McAdams, J. W. 1942 Burlington
 2694. McAllister, H. C. 1935 Chapel Hill
 3574. McAllister, L. B. 1952 Graham
 2023. McBride, T. L. (Penn.)
 1919 Marshville
 2787. McBryde, R. V. 1937 Fayetteville
 3837. McCahan, S. G., Jr. (Pa.)
 1955 Jacksonville
 2741. McCarn, M. R. M. (Mrs.)
 1936 Mount Pleasant
 3420. McClincy, Stanley (Penn.)
 1950 Halifax, Pa.
 2704. McCollum, N. H., Jr. 1935 Leaksville
 2628. McCombs, L. M. 1932 Creedmoor
 3469. McCormac, D. A. 1951 Roxboro
 3325. McCoy, J. K. (W.Va.) 1949 Durham
 2996. McCrimmon, D. G. 1942 Pittsboro
 2277. McCrummen, D. C. 1925 Aberdeen
 2540. McDaniel, P. L. 1930 Wilmington
 1569. McDonald, A. H. 1910 Durham
 3269. McDonald, J. C. 1949 Durham

2053. McDowell, N. O. 1921 Scotland Neck
 3052. McDowell, N. O., Jr.
 1944 Scotland Neck
 1742. McDuffie, R. A. 1914 Greensboro
 2902. McFalls, C. D. 1940 Madison
 2859. McFalls, O. W. 1939 Greensboro
 2903. McFalls, S. W. 1940 Greensboro
 3422. McFarland, T. W. (S.C.)
 1951 Derita
 2960. McGee, J. C. 1941 Asheville
 3470. McGee, J. C., Jr. 1951 Mars Hill
 2995. McGowan, D. F. 1942 Chapel Hill
 3904. McGugan, V. G. 1956 Mocksville
 3386. McGuire, J. M.
 1950 Livermore, Calif.
 805. McKay, D. McN. 1895 Durham
 1767. McKay, J. W. 1914 Asheville
 1914. McKeel, C. B., Jr. 1917 Charlotte
 3506. McKeithan, Herbert, Jr.
 1951 Elizabethtown
 3279. McKenzie, C. B. (S.C.)
 1949 Winston-Salem
 1801. McKenzie, L. McK. 1915 Lumberton
 3645. McKenzie, P. H. (S.C.)
 1953 Jacksonville
 3351. McKittrick, R. L. (S.C.)
 1950 Waynesville
 2993. McKnight, L. E., Jr. 1942 Coats
 3106. McLean, A. L., Jr. 1945 Angier
 2767. McLean, G. W. 1937 Clinton
 1472. McLelland, J. H. 1909 Mooresville
 1825. McMillan, B. F., Jr.
 1915 Lumberton
 3438. McNair, W. O. (col.) 1951 Greensboro
 2550. McNeill, A. D. 1930 Norwood
 2904. McNeill, J. A. 1940 Whiteville
 2679. McNeill, L. J. 1934 Norwood
 3943. McQueen, Nancy W. (Mrs.)
 1956 Clearwater, Fla.

M

1902. Mabry, C. S. 1917 Hamlet
 1050. MacKesson, L. W. 1902 Statesville
 3126. Mackie, Frances C. (Mrs.)
 1946 Winston-Salem
 1833. Macon, A. B. 1915 Mount Airy
 3214. Malion, H. E. 1948 Fairmont
 2609. Maness, R. C. 1932 Greensboro
 3775. Manfred, F. A. (Pa.)
 1954 McDowell, Ky.
 2469. Markham, G. W. 1928 Fayetteville
 3859. Marple, K. E. (Ky.) 1955 Durham
 1330. Marsh, N. F. 1906 Asheboro
 1994. Martin, A. N. 1920 Roanoke Rapids
 1626. Martin, B. M. 1912 Baltimore, Md.
 3905. Martin, J. W. 1956 Macclesfield
 3387. Martin, R. M. 1950 Ahsokie
 1849. Martin, S. L., Jr. 1915 Leaksville
 1687. Mathes, T. J. 1912 Durham
 3234. Mathews, G. W., Jr. 1948 Asheville
 2780. Matthews, J. I. 1937 Raleigh
 3823. Matthews, O. A. (S.C.)
 1955 Henderson
 2729. Matthews, W. F., Jr. 1936 Raleigh
 3575. Mauney, H. McC. 1952 Hayesville
 2268. Mauney, W. McC. 1925 Murphy
 3763. Maxwell, W. L. (Ga.)
 1954 South Boston, Va.
 1639. May, T. H. 1912 Wake Forest
 1725. Mayberry, E. B.
 1913 Silver Springs, Md.
 3191. Mayberry, H. C. 1947 Winston-Salem
 2971. Mayrand, L. P. 1941 Greensboro
 3697. Mazzolini, E. J. (Vt.)
 1953 Yadkinville
 3327. Means, M. R. (S.C.) 1949 Hickory
 3944. Mebane, A. H., III 1956 Greensboro
 2016. Mebane, W. M. 1920 Fayetteville
 3424. Medlin, W. E. (S.C.) 1951 Gastonia
 2213. Melvin, M. B. 1924 Raleigh
 3945. Meroney, C. P. 1956 Murphy
 2483. Meroney, F. P. 1928 Asheville
 3321. Merrill, G. B., Jr. (Fla.)
 1949 Lakeland, Fla.
 2424. Merriman, W. D. (S.C.)
 1928 Charlotte
 3662. Merritt, M. E. 1953 Wilmington
 3742. Meschke, Barbara (Mrs.)
 1954 Wilmington, Del.
 3626. Meschke, R. W. 1953 Wilmington, Del.
 3761. Meserve, J. C. (Mass.)
 1954 Charlotte
 3411. Metts, H. M. (S.C.) 1950 Charlotte
 1963. Miles, M. C. 1917 Henderson
 2970. Millaway, E. D. 1941 Burlington
 2304. Miller, A. J. (Mich.) 1925 Fletcher
 3780. Miller, C. H. (Ohio)
 1954 Fontana Village
 1862. Miller, C. M. 1916 Wallace
 2919. Miller, P. W. 1940 Spencer
 2717. Miller, R. E. (S.C.)
 1935 Norfolk, Va.
 3663. Miller, W. J. 1953 Statesville
 1883. Millican, A. G. 1916 Wilmington
 3805. Milliones, P. T. 1955 Charlotte
 2062. Mills, J. C. 1921 Cliffside

3853. Mills, J. E. 1955 Charlotte
 1815. Mills, J. A. 1915 Tabor City
 3507. Mills, O. W. 1951 Leaksville
 2121. Milton, R. H. 1923 Salisbury
 3576. Minnick, W. K. 1952 Bristol, Va.
 2922. Minton, S. S., Jr. 1940 Candler
 2693. Mitchell, C. E. (S.C.) 1934 Highlands
 1707. Mitchell, H. G. 1913 Burlington
 2738. Mitchell, J. D. 1936 Kannapolis
 3388. Mitchell, T. W. 1950 Kinston
 3235. Mitchener, J. W. 1948 Concord
 2775. Mitchener, J. A., Jr. 1937 Edenton
 2748. Mitchener, Nancy P. (Mrs. J. A., Jr.)
 1936 Edenton
 3715. Mobley, B. K. 1954 Burlington
 2897. Mock, C. H. (Tenn.) 1939 Boone
 3696. Moir, A. L. (S.C.) 1953 Burlington
 3081. Montesanti, Joseph, Jr.
 1945 Southern Pines
 2425. Mooneyham, O. J. (Ga.)
 1928 Forest City
 2426. Moore, A. L. (Ga.) 1927 Salisbury
 2004. Moore, A. R. 1920 Wilson
 2994. Moore, B. McI. 1942 Eastport, N. Y.
 3716. Moore, J. T. 1954 Norfolk, Va.
 1588. Moore, J. P. 1911 Wilmington
 3687. Moore, J. W. (Ga.) 1953 Asheville
 3508. Moore, K. E. 1951 LaGrange
 3419. Moore, L. V. (Penn.)
 1950 Oteen
 2327. Moore, M. A. 1926 Tarboro
 3471. Moore, M. A., Jr. 1951 Tarboro
 2339. Moore, T. J. 1926 Wilson
 3866. Moore, W. D. (Va.) 1955 Windsor
 3509. Moorefield, G. McD. 1951 Asheboro
 1747. Moose, G. K. 1914 Boone
 2372. Moose, H. A. 1927 Mount Pleasant
 2365. Moose W. L. (Md.) 1926 Greensboro
 3349. Moran, Ruth Estes (Mrs. J. H.) (Ala.)
 1950 Burlington
 3270. Morgan, G. D. 1949 Zebulon
 1966. Morgan, J. T. 1918 Benson
 2819. Morris, A. F. 1938 Randleman
 3439. Morris, E. M. 1951 Brevard
 3493. Morris, H. V. (Ga.) 1951 Canton
 3946. Morrison, B. P. 1956 Wilson
 3771. Morse, L. D., Jr. (Ga.) 1954 Raleigh
 3053. Morton, W. A. 1945 Wilmington
 3389. Moseley, Marina P. C.
 1950 Raleigh
 3472. Moskowitz, Eugene
 1951 Long Island City, N. Y.
 2648. Moss, F. M. 1933 Gastonia
 3774. Mosteller, C. W. (S.C.)
 1954 Charlotte
 3525. Mosteller, W. H. (S.C.)
 1951 Albemarle
 3577. Mullen, J. L. 1952 Asheville
 1629. Mullen, L. B. 1912 Asheville
 1733. Munday, C. C. 1913 Taylorsville
 3743. Muratori, A. J. 1954 Charlotte
 3099. Muratori, Francis 1945 Charlotte
 1657. Murchison, E. E. 1912 Rocky Mount
 1727. Murphrey, L. W. 1913 Rocky Mount
 1606. Murphy, J. C. 1911 Charlotte
 2548. Murr, G. F. 1930 Thomasville
 3744. Murray, B. R. 1954 Raleigh
 3703. Murray, R. B. (Neb.)
 1954 Jacksonville
 2730. Murrell, H. T. 1936 Albemarle
 3236. Myers, L. M. 1948 Winston-Salem
 N
 2096. Nance, J. S. 1922 Charlotte
 2672. Neal, C. L. 1934 Suffolk, Va.
 3207. Neal, J. C. (Ga.) 1947 Rome, Ga.
 3886. Needham, B. W. 1955 Pilot Mountain
 3923. Neeland, E. C., M.D. (Ala.)
 1956 Wilson
 3144. Neely, C. M. (col.)
 1946 Winston-Salem
 2785. Neil, J. W. 1937 Huntersville
 2497. Nelson, J. B. 1929 Leaksville
 3854. Nelson, Joyce 1955 Chapel Hill
 2325. Nelson, S. G. 1926 Aulander
 1913. Nelson, W. G. 1917 Atlanta, Ga.
 3869. Nemargut, Joseph (Mich.)
 1955 Grifton
 2380. Neville, Augustus, Jr.
 1927 Spring Hope
 3828. Nichols, Lois W. (S.C.)
 1955 Charlotte
 2614. Nicholson, E. N. 1932 Murfreesboro
 1516. Nicholson, M. A. 1910 Troy
 3833. Nixon, N. F., Jr. (S.C.)
 1955 Concord
 2795. Noell, R. J. (Ga.) 1937 Asheville
 2181. Norman, J. P. (Va.) 1924 Greensboro
 3947. Norris, Barbara A. (Mrs.)
 1956 Charlotte
 3948. Norris, C. A. 1956 Charlotte
 3342. Northcott, Jean L. (Mrs. W. W.)
 1950 Winston-Salem
 3473. Northcott, W. W.
 1951 Winston-Salem
 993. Nottingham, G. S. 1901 Norfolk, Va.

O

2950. Oakley, C. S. 1941 Mebane
 2466. Oakley, C. H. 1928 Roxboro
 2802. Oates, C. C., Jr. 1938 Hendersonville
 2879. O'Daniel, J. S. 1939 Hickory
 3925. O'Dell, B. B. (Ga.) 1956 Lenoir
 3597. Odom, L. A. (S.C.) 1952 Wilmington
 2665. Oliver, E. W. (Ala.) 1933 Greensboro
 3012. Oliver, G. G. (S.C.) 1943 Whiteville
 2315. O'Neal, W. P. 1926 Belhaven
 1381. Overman, H. S. 1907 Elizabeth City
 3343. Overton, D. S. 1950 Sanford
 3154. Owen, F. R. (Ga.) 1935 Tryon
 3766. Owenby, Paul, Jr. (Ga.)
 1954 Hendersonville
 3040. Owens, T. Q. 1943 Whiteville
 3913. Oxendine, J. E. (S.C.)
 1956 Charlotte

P

3303. Pace, T. A. 1949 Hendersonville
 3806. Paderick, H. C. 1955 Kinston
 3510. Padgett, H. F. 1951 Durham
 2803. Page, C. E., Jr. 1938 Henderson
 3636. Page, G. A. (Ala.) 1953 Hickory
 2220. Palmer, A. W. 1924 Sanford
 3612. Paoloni, C. U. (N. J.)
 1952 Greensboro
 3390. Pappas, S. A. 1950 Gastonia
 3807. Pappas, Thalia 1955 Charlotte
 3391. Paramore, R. A. 1950 Nashville
 3120. Parker, J. G. (col.) 1946 Durham
 3215. Parker, L. J. 1948 Memphis, Tenn.
 2474. Parker, N. M. (col.)
 1929 Fayetteville
 1333. Parker, R. S. 1906 Murphy
 2123. Parker, W. W., Jr. 1923 Henderson
 2827. Parks, W. A. 1938 Salisbury
 3440. Parrish, A. S. 1951 Newton Grove
 2569. Parrish, L. F. 1931 Rocky Mount
 3101. Parsons, R. H.
 1945 Middleburg, N. Y.
 3451. Patterson, J. L. (S.C.)
 1951 Salisbury
 3808. Patton, J. B., Jr. 1955 Canton
 3745. Patton, W. H. 1954 Hickory
 3167. Paull, Shirley, (Mrs.)
 1947, Montreal, Canada
 3356. Payne, Jean W. (Mrs.) (Va.)
 1950 Greensboro
 1500. Peacock, M. A. 1909 Benson
 3474. Pearson, Sarah P. (Mrs. J. K.)
 1951 Apex

3131. Pecora, Ruth P. (Mrs. John)
 1946 Buies Creek
 3633. Peek, W. P., Jr. (Ga.)
 1953 Winston-Salem
 2089. Pegram, Addie B. (Mrs. C. W.)
 1922 Apex
 3809. Penland, J. T. 1955 Lenoir
 3490. Penn, W. C. (La.) (col.)
 1951 Winston-Salem
 3665. Perrow, W. S. 1953 Tarboro
 1668. Perry, D. L. (col.) 1912 Fayetteville
 3532. Perry, M. B. (Mrs.) 1952 Apex
 3392. Perry, V. H. 1950 Franklin
 2568. Perry, W. R. (col.) 1931 Burlington
 1995. Petrea, F. S. 1920 Greensboro
 2675. Phillips, J. E. 1934 Raleigh
 2014. Phillips, M. B. 1920 Albemarle
 2833. Phillips, O. J. 1938 Philadelphia, Pa.
 2329. Phillips, W. P. 1926 Morganton
 3029. Pickard, J. F. 1943 Greensboro
 2951. Pickard, J. M. 1941 Durham
 1998. Pierce, J. S. 1920 Rocky Mount
 2349. Pigott, D. S. 1926 Morehead City
 2905. Pike, J. M. 1940 Concord
 2861. Pike, J. W., Jr. 1939 Concord
 2880. Pilkington, E. L. 1939 Goldsboro
 1180. Pinnix, J. M. 1904 Kernersville
 2533. Pinnix, J. L. 1930 Kernersville
 1382. Pinnix, W. M. 1907 New Bern
 3725. Pistole, C. E. (Tenn.)
 1954 Nashville, Tenn.
 3810. Pittman, B. E. 1955 New Bern
 3304. Pittman, G. R. 1949 Burlington
 3223. Pittman, J. H. (Tex.)
 1948 Fayetteville
 3305. Plemmons, Charlotte B. (Mrs.)
 1949 Asheville
 2906. Plemmons, D. A. 1940 Asheville
 3911. Ponder, R. F. (S.C.)
 1956 Mt. Holly
 2204. Poole, L. B. 1924 Thomasville
 1821. Porter, C. D. 1915 Concord
 1660. Porter, Ernest 1912 Concord
 3906. Porter, Ernest, Jr. 1956 Raleigh
 3098. Porter, J. B. (Kansas)
 1945 West Jefferson
 2598. Porter, J. DeW. (Ga.)
 1931 Franklin
 3237. Powell, E. S. 1948 Oxford
 1802. Powell, J. C. 1915 Winston-Salem
 3811. Powell, W. P. 1955 Hendersonville
 3177. Prather, N. L. (Ga.)
 1947 Blue Ridge, Ga.

2881. Pressly, C. P. 1939 Charlotte
 3746. Price, Billy L. 1954 Conover
 3841. Price, H. C. (S.C.) 1955 Kenly
 2804. Price, H. G. 1938 Raleigh
 2007. Price, S. H. 1920 Mooresville
 3578. Price, S. H., Jr. 1952 Mooresville
 2910. Proctor, W. V. 1940 Charlotte
 3238. Propst, G. B. 1948 Morganton
 2801. Provo, Jean Bush (Mrs.)
 1938 Raleigh
 3863. Pruett, I. J. (Ind.) 1955 Angier
 3777. Pryce, R. V. (Pa.)
 1954 Warren, Ohio
 2697. Puckett, U. S. 1935 Stovall
 3307. Puckett, W. M. 1949 Robbins
 2111. Pugh, E. S. 1922 Windsor
 3393. Pulliam, H. F. 1950 Winston-Salem
 2732. Purcell, D. C. 1936 Salisbury
 2915. Purcell, S. M., Jr. 1940 Salisbury

Q

3627. Quick, J. D., Jr. (col.)
 1953 Winston-Salem
 3861. Quinn, A. O. (Tenn.)
 1955 Winston-Salem
 1416. Quinn, F. DeW. 1908 Shelby

R

3394. Rabil, E. J. 1950 Winston-Salem
 3873. Rabinowitz, Norman (Va.)
 1955 Greensboro
 3193. Rachide, A. P. 1947 Jacksonville
 3448. Rambo, L. A. (Ill.)
 1951 Park Ridge, Ill.
 3874. Ramos, J. D. (D.C.) 1955 Raleigh
 3395. Rancke, J. M. 1950 Lumberton
 2907. Rand, T. R., Jr. 1940 Raleigh
 3579. Randall, W. H., Jr. 1952 Lillington
 2873. Rankin, W. B. 1939 Washington, D. C.
 3216. Ranzenhofer, J. A. 1948 Greensboro
 3831. Raper, D. J. 1955 Rocky Mount
 2589. Ratley, W. A. 1931 Goldsboro
 1884. Ray, E. L. 1916 Asheboro
 2611. Ray, Frederick, Jr. 1932 Sanford
 2269. Rayburn, H. L. 1925 Charlotte
 2607. Reamer, I. T. (Md.) 1931 Durham
 3580. Reaves, C. A. 1952 Asheboro
 2724. Reaves, H. C. 1936 Asheboro
 2535. Reaves, L. E., Jr. 1930 Fayetteville
 3892. Redman, E. B. (S.C.) 1955 Charlotte
 2615. Register, M. O. 1932 Clinton
 3692. Reid, Myrtle (La.) (col.)
 1953 Rock Hill, S. C.
 1870. Reid, S. H. 1916 Washington

3239. Rhem, J. F. 1948 Burgaw
 3949. Rhoades, J. D. 1956 Southern Pines
 2612. Rhodes, C. R. 1932 Charlotte
 2306. Rhodes, W. F. (S.C.) 1926 Concord
 2110. Rhyne, C. L. (Ga.) 1922 Charlotte
 1503. Rhyne, W. F. 1909 Gastonia
 3413. Rice, C. F. (col.) (D.C.)
 1950 Charlotte
 3530. Rice, H. C. (N.D.) 1952 Charlotte
 2262. Rice, L. D. 1925 Maxton
 3308. Rich, H. C. 1949 Garland
 1972. Richardson, J. D. (col.)
 1918 Charlotte
 1389. Richardson, L. W. 1907 Goldsboro
 2546. Richardson, O. K. 1930 Boone
 3704. Richardson, V. H. (S.C.)
 1954 Summerfield
 2584. Richardson, W. R. 1931 Boone
 3680. Ricketts, Vera (Ind.) (col.)
 1953 Durham
 1680. Ridenhour, D. G. 1912 Mt. Gilead
 3102. Riegel, M. S. 1945 Owego, N. Y.
 3103. Riggsbee, E. Lloyd 1945 Chapel Hill
 3628. Riggsbee, V. L., Jr. 1953 Charlotte
 3396. Rigsbee, Elmer Lawson 1950 Shelby
 2882. Rigsbee, Elmer Linieth 1939 Durham
 2916. Rimmer, Helen Bell (Mrs. E. F.)
 1940 Sanford
 3350. Rimerman, H. B. (Penn.)
 1950 Cape May, N. J.
 1301. Ring, C. A. 1905 High Point
 2468. Ring, C. A., Jr. 1928 High Point
 1182. Ring, L. B. 1904 Tarpon Springs, Fla.
 2627. Rittenbury, R. S. 1932 Charlotte
 1827. Rives, H. L. 1915 Bethel
 2511. Roberson, Culas 1929 Spray
 3475. Roberts, D. A. 1951 Fayetteville
 1969. Roberts, Herschel 1918 Weaverville
 2973. Roberts, H. E. 1941 Marshall
 1517. Robertson, E. G. 1910 Va. Beach, Va.
 3539. Robertson, W. N., Jr.
 1952 Laurinburg
 2674. Robinson, Carlton
 1934 Morehead City
 2740. Robinson, D. P. 1936 Oxford
 3137. Robinson, Harriet A. (S.C.)
 1946 Lumberton
 3950. Robinson, J. C., Jr.
 1956 Greenville
 1364. Robinson, J. L. 1907 Belmont
 2816. Robinson, T. R., Jr. 1938 Goldsboro
 3582. Rodgers, O. J. 1952 Salisbury
 3667. Rogers, H. N., Jr. 1953 Lumberton

3309. Rogers, R. P., Jr. 1949 Durham
 1644. Rogers, R. P., Sr. 1912 Durham
 2527. Rogers, W. LeR. (S.C.)
 1929 Pembroke
 3202. Rogers, W. P. (Tenn.)
 1947 Asheville
 2720. Rollins, E. W. (S.C.)
 1935 Winston Salem
 3344. Roper, H. E.
 1950 Sweetwater, Tenn.
 3310. Rose, W. C. 1949 Goldsboro
 3311. Rose, W. P. 1949 Greensboro
 3345. Ross R. McG. 1950 Bessermer City
 3059. Rosser, J. H. 1944 Charlotte
 2700. Rouse, L. L. 1935 Fayetteville
 2952. Royall, G. E., Jr. 1941 Elkin
 2263. Roycroft, W. R. 1925 Wilmington
 3855. Rubin, S. P. 1955 Asheville
 1419. Rudisill, J. S. 1908 Forest City
 3583. Russell, G. C. 1952 Greensboro
 2874. Russell, J. M., Jr. 1939 Asheville
 3240. Russell, J. T. 1948 Waynesville
 2983. Russell, P. B. (Neb.)
 1941 Monett, Missouri
 3527. Russell, R. A. (Ga.)
 1951 Winston-Salem
 2924. Russell, T. W. 1940 Greensboro
- S
3064. Salley, B. M., Jr. (S.C.)
 1944 Charlotte
 1554. Salley, W. M. 1910 Asheville
 3397. Salley, W. M., Jr. 1950 Asheville
 3812. Salter, R. L., Jr. 1955 Burlington
 3511. Sampson, R. R. (col.) 1951 Clinton
 1658. Sanders, A. J. 1912 Gastonia
 3241. Sanders, C. H. 1948 Concord
 3227. Sanders, Patsy B. (Mrs. Charl H.)
 1948 Concord
 1852. Sanford, R. D. 1916 Lumberton
 1421. Sappenfield, W. A. 1908 Statesville
 3398. Sauls, Doris H. (Mrs.)
 1950 Wilmington
 3476. Sauls, H. B. 1951 Wilmington
 2917. Savage, M. C. 1940 Roanoke Rapids
 2308. Sawyer, R. B. (Colorado)
 1925 Burgaw
 2528. Saxon, H. A. (Ga.)
 1930 Manila, P. I.
 3887. Scarboro, W. L. 1955 Raleigh
 3951. Schaefer, B. D. 1956 Hendersonville
 3399. Scharff, R. E. 1950 Clemmons
 2991. Scoggin, H. P. 1942 Louisburg
 1256. Scoggin, L. E. 1905 Louisburg
 2572. Scoggin, L. E., Jr. 1931 Louisburg
 1875. Scruggs, B. P. 1916 Rutherfordton
 3757. Seudder, B. H. (Tenn.)
 1954 Jacksonville
 3952. Seabock R. L. 1956 Durham
 3242. Seaborn, R. H. 1948 Greenville
 3312. Secrest, V. V., Jr. 1949 Monroe
 682. Sedberry, H. S. 1892 Rocky Mount
 3860. Segars, J. H. (S.C.) 1955 Charlotte
 3686. Seibert JoAnne (Ga.)
 1953 Winston-Salem
 2379. Selden, J. S. 1927 Weldon
 2908. Senter, L. M. 1940 Carrboro
 2889. Senter, P. L. 1921 Carrboro
 3813. Setzer, E. S., Jr. 1955 Graham
 3132. Sewell, Evelyn S. (Mrs. J. B., Jr.)
 1946 Morehead City
 2313. Sewell, G. L. 1926 Kinston
 3872. Sharp, H. D. (S.C.) 1955 Chapel Hill
 1929. Shaw, R. S. 1917 Scotland Neck
 3814. Shaw, W. B. 1955 Mt. Olive
 2953. Sheffield, B. C., Jr. 1941 Warsaw
 3184. Sheffield, W. J. 1947 Austin, Texas
 843. Shell, J. E. 1896 Lenoir
 3540. Shepherd, D. M. 1952 West Jefferson
 3758. Shepherd, R. C., Jr. 1954 Lexington
 3478. Sherard, G. S. 1951 Burlington
 2075. Sherard, J. F. (S.C.)
 1920 Burlington
 3953. Sherrill, F. L., Jr. 1956 Hickory
 2721. Sherrod, W. I. (Tenn.)
 1936 Dandridge, Tenn.
 3400. Sherwood, N. W. 1950 Lenoir
 1988. Shieder, G. A. (Ga.) 1918 Asheville
 3030. Shields, C. L. 1943 Jacksonville
 2666. Shigley, H. H. (Ohio) 1934 Asheville
 1973. Shook, Eulon 1918 Hickory
 3196. Shook, Eulon, Jr. 1947 Hickory
 3401. Shore, V. A., Jr. 1950 Durham
 3907. Shouse, W. D. 1956 Charlottesvile, Va.
 3954. Shuford, G. W. 1956 Forest City
 3616. Shultman, S. L., Jr. (S.C.)
 1953 Asheville
 3955. Sigmon, R. G., Jr. 1956 Conover
 3759. Simmons, F. C., Jr. (S.C.)
 1954 Elizabethtown
 2989. Simmons, F. J. 1942 Granite Falls
 2585. Simmons, H. R. 1931 Jacksonville
 3313. Simmons, Peggy C. (Mrs.)
 1949 Lincolnton
 3168. Simmons, W. A. 1947 Winston-Salem
 2856. Simmons, W. C. 1939 Winston-Salem

1730. Simpson, J. F. 1913 Wendell
 3717. Simpson, N. J. 1954 Old Fort
 3199. Sinclair, F. A. 1947 Albemarle
 1772. Singletary, F. B. 1914 Greensboro
 2221. Sisk, C. J. 1924 Asheville
 2742. Sisk, R. C. 1936 Asheville
 3888. Sisk, W. T. 1955 Asheville
 2391. Sitison, J. A. 1927 Mt. Airy
 3718. Skakle, Sybil (Mrs.) 1954 Hatteras
 2935. Skinner, F. LaF. (Va.) 1941 Spencer
 3153. Slayton, Mary T.
 1946 Washington, D. C.
 3111. Slesinger, Stanley (D.C.)
 1945 Charlotte
 2435. Sloan, R. R. (Va.)
 1927 Rutherfordton
 2875. Sloan, W. L. 1939 Chapel Hill
 2378. Sloop, M. B. 1927 Winston-Salem
 3956. Sloop, R. H. 1956 Hickory
 1878. Small, Bessie B. (Mrs.) (col.)
 1923 Denton, Md.
 2195. Smith, D. A. 1924 Winston-Salem
 3727. Smith, E. A., Jr. (S.C.)
 1954 Shallotte
 3728. Smith, E. D. (Tenn.)
 1954 Johnson City, Tenn.
 2972. Smith, E. H., Jr. 1941 Tarboro
 3594. Smith, F. K., Jr. (Miss.)
 1952 Chattanooga, Tenn.
 3615. Smith, G. C. (Ga.) 1953 Concord
 3148. Smith, G. W. (Neb.) 1946 Chapel Hill
 2810. Smith, H. E. 1938 Thomasville
 3320. Smith, J. G. (Ga.) 1949 Stokesdale
 2183. Smith, J. P. F. (S.C.) 1923 Gibson
 1634. Smith, Leon 1912 Kannapolis
 2926. Smith, L. W. 1940 Kannapolis
 3449. Smith, N. A. (col.) (S.C.)
 1951 Gastonia
 2768. Smith, O. W. 1937 Pilot Mt.
 3668. Smith, R. W., Jr. 1953 Kinston
 3856. Smith, R. H. L. 1955 Greensboro
 3669. Smith, Robert G. 1953 High Point
 3632. Smith, Roger A. (Va.)
 1953 Danville, Va.
 2403. Smith, T. E. 1927 Goldsboro
 1259. Smith, T. L. 1905 Plymouth
 2488. Smith, V. F. (Mo.) 1928 Greensboro
 3700. Smith, V. L. (Vt.) 1954 Charlotte
 2776. Smith, W. J. 1937 Chapel Hill
 1678. Smith, W. O. 1912 Alexandria, Va.
 3195. Snyder, S. E. 1947 Enka
 2184. Snypes, C. L. (Ga.) 1923 Siler City
 3914. Solomon, Melvin (S.C.) 1956 Charlotte
 3272. Southern, J. C. 1949 High Point
 3596. Sowell, L. A. (Ga.) 1952 Greenville
 2603. Sparkman, D. D., Jr. (Va.)
 1931 St. Pauls
 3670. Sparks, Betty 1953 Charlotte
 2336. Sparks, J. E. 1926 Elizabeth City
 2961. Sparks, L. R., Jr. 1941 Durham
 3479. Speight, E. C. 1951 Rocky Mount
 3719. Speight, J. A. 1954 Rocky Mount
 2641. Spencer, B. W., Jr. (S.C.)
 1932 Durham
 3249. Spiotti, D. V. (Mass.)
 1948 Washington, D. C.
 2346. Spoon, J. M. 1926 Belmont
 2451. Spoon, K. B. 1928 Charlotte
 3426. Sprinkle, J. B. (Ga.) 1951 King
 2437. Stacy, L. B. (Ga.) 1928 Gastonia
 3591. Stahl, G. M. (Va.) 1952 Durham
 1769. Stainback, T. E. 1914 Norfolk, Va.
 3138. Stalcup, H. R. (Ind.) 1946 Goldsboro
 1633. Stallings, W. H.
 1912 Myrtle Beach, S. C.
 3957. Stalvey, J. C. 1956 Knightdale
 3926. Stamey, D. D. (Ga.) 1956 Waynesville
 2505. Stamps, J. N. 1929 High Point
 1260. Stanback, T. M. 1905 Salisbury
 3418. Stang, David (Va.) 1950 Greensboro
 3442. Stang, W. S. 1951 Greensboro
 2678. Stanley, V. E. 1934 Charlotte
 3748. Stanton, W. H. 1954 New Bern
 3865. Steele, G. H., Jr. (Ohio)
 1955 Greensboro
 2565. Stein, Meyer (Penn.)
 1930 Philadelphia, Pa.
 3121. Stephens, Frank 1946 Triangle, Va.
 1818. Stephens, J. L., M.D. (col.)
 1915 Cleveland, Ohio
 2921. Stevens, M. W. 1940 Broadway
 1919. Stevenson, J. T. 1917 Elizabeth City
 3826. Stewart, J. R. (Tenn.)
 1955 Knoxville, Tenn.
 3180. Stewart, J. S. 1947 Fremont
 1153. Stewart, W. M. 1903 Charlotte
 3480. Stich, W. C. 1951 Fairmont
 1557. Stimson, J. H. 1910 Statesville
 2506. Stone, B. F. 1929 Elizabethtown
 2762. Stone, B. M. (Fla.)
 1936 St. Petersburg, Fla.
 2626. Stone, E. V. 1932 Charlotte
 3889. Stone, H. C., Jr. 1955 Rockingham
 3815. Stone, J. D. 1955 Pilot Mountain
 3816. Stone, R. B. 1955 King
 2094. Stone, W. L. 1922 Franklinton

3443. Stonestreet, D. H.
1951 Winston-Salem
1936. Stowe, C. D. 1917 Portsmouth, Va.
1558. Stowe, H. R. 1910 Charlotte
2613. Strickland, C. B. 1932 Fayetteville
3071. Stringfield, B. J. (Mrs.)
1944 N. Wilkesboro
2496. Stroud, Dortch 1929 Kinston
3694. Stroupe, L. S. (Dist. of Col.)
1953 Kings Mountain
3245. Strout, V. L. (Mass.) 1948 Ellerbe
2453. Sullivan, L. S. 1928 Durham
1926. Summey, P. B. 1917 Mt. Holly
3584. Summey, W. L. 1952 Dallas
2869. Suominen, Maggie More (Mrs. W. N.)
1939 Lincoln University, Pa.
3688. Superstine, Edward (Mich.)
1953 Durham
3720. Susman, Beatrice (Mrs.)
1954 N. Y. C.
3046. Sutphin, E. C. 1944 Galax, Va.
2698. Suttlemyre, C. P. 1935 Hickory
1785. Suttlemyre, P. J. 1914 Valdese
3908. Swan, W. J. 1956 Morganton
2224. Swaney, C. A. 1924 Winston-Salem
3512. Swearngan, C. L. 1951 Charlotte
3585. Swicegood, Shirley W. (Mrs.)
1952 Birmingham, Ala.
1592. Swindell, E. S. 1911 Durham
1388. Sykes, R. J. 1907 Greensboro
- T
2604. Tainter, D. W. (Tenn.) 1931 Marion
3817. Talbert, G. R. 1955 Statesville
1020. Tarkenton, E. L. 1901 Wilson
1312. Tart, D. W. 1906 Greensboro
3025. Tart, P. E. 1943 Fayetteville
2256. Tate, E. H. 1925 Lenoir
3818. Tate, W. S. 1955 Lexington
2455. Tatum, J. M. 1928 Asheville
3444. Tatum, Mary E.
1951 Winston-Salem
1423. Taylor, C. A. 1908 Jacksonville
1577. Taylor, D. G. 1910 Leaksville
2797. Taylor, H. R. (Tenn.) (col.)
1938 Tarboro
2786. Taylor, H. T. 1937 Goldsboro
3402. Taylor, J. G. 1950 Conway
2398. Taylor, L. B. 1927 Conway
3183. Taylor, Naney Hunt (Mrs. Wm. F.)
1947 Washington
2737. Taylor, N. T. 1936 Raleigh
3218. Taylor, W. W. 1948 Chapel Hill
1627. Taylor, W. P. 1912 Roanoke Rapids
3047. Teague, J. R. 1944 High Point
3691. Teat, W. DeF. (Ga.)
1953 Wilmington
2988. Tee, H. C., Jr. 1942 Rocky Mount
2353. Templeton, G. S. 1926 Gastonia
2333. Tennant, W. D., Jr., 1926 Crossnore
3038. Terrell, J. A., Jr. 1943 Sanford
3724. Tex, Joseph (Pa.)
1954 Pittsburgh, Pa.
3173. Thayer, S. S. (Ohio)
1947 Orlando, Fla.
1701. Thomas, E. E. 1913 Roxboro
2839. Thomas, F. E. (Ala.) 1938 Charlotte
3541. Thomas, H. G. 1952 Wilson
3531. Thomas, J. S. (Ala.) 1952 Charlotte
2883. Thomas, J. I. 1939 Dunn
2577. Thomas, P. L. 1931 Roxboro
1604. Thomas, W. G. 1911 Varina
1087. Thompson, A. J. 1902 Badin
3909. Thompson, D. A. 1956 Wallace
2811. Thompson, H. O. 1938 Chapel Hill
2258. Thompson, J. L. 1925 Reidsville
2242. Thompson, J. V. (S.C.)
1924 Wilmington
2190. Thompson, P. H. 1924 Fairmont
2987. Thompson, T. H. (col.)
1942 Burlington
3130. Thorne, Lucy K. (Mrs.)
1946 Morehead City
3857. Thorne, S. T. 1955 Charlotte
2884. Thornton, G. P. 1939 Goldsboro
2986. Thornton, J. W., Jr. 1942 Dunn
3920. Thorpe, Suzanne (Mrs.) (Ohio)
1956 Louisville, Ky.
3112. Tilles, Irving (N.J.)
1946 High Point
2159. Tilley, J. E. 1923 Jamestown
3133. Timberlake, C. V., Jr.
1946 Camp Lejeune
3721. Timberlake, H. W.
1954 Roanoke Rapids
3838. Tollison, R. B. (S.C.) 1955 Oakboro
2440. Tolson, J. G., Jr. (S.C.)
1927 Henderson
3605. Tomlinson, L. C. (Ga.)
1952 Fayetteville
1600. Toms, B. C. 1911 Salisbury
1990. Toms, E. R. (Ga.) 1919 Wilmington
986. Townsend, E. F. 1900 Red Springs
1520. Townsend, J. H. 1910 Red Springs
3256. Trantham, H. D. (D.C.)
1949 Asheville

1703. Trent, J. A. 1913 Galax, Va.
 2160. Tripp, G. O. 1923 Wilmington
 3958. Trosper, Edith 1956 Durham
 1343. Trotter, J. R. 1906 Salisbury
 2985. Trotter, P. L. 1942 Thomasville
 3445. Tunstall, Christine 1951 Havelock
 2847. Tunstall, J. P. 1939 Washington
 1808. Turlington, J. E. 1915 Lumberton
 3205. Turnbull, E. K. (S.C.) 1947 Shelby
 3481. Turner, C. C., Jr. 1951
 Elizabeth City
 3587. Turner, C. F. 1952 Drexel
 3671. Turner, G. W. 1953 Wilmington
 3315. Turner, J. K., Jr. 1949 Weldon
 2045. Turnmyre, A. P. 1921 Mt. Airy
 3672. Twiggs, Carolyn 1953 Winston-Salem
 2778. Tyson, J. W. 1937 Greensboro
 2834. Tyson, W. B. 1938 Rocky Mount

U

3673. Ullrich, T. W. 1953 Aurora, Indiana
 2570. Umstead, O. L. 1931 Durham
 2493. Underhill, J. A. (S.C.)
 1928 High Point
 3346. Underwood, D. D. 1950 Greensboro
 2954. Underwood, H. P., Jr.
 1941 Fayetteville
 2667. Upchurch, M. T. 1934 Smithfield
 2578. Usher, J. T. 1931 Greensboro
 3403. Ussery, E. McD. 1950 Raleigh
 3316. Uzzell, S. C. C. 1949 Black Mountain

V

3482. Van Valkenburgh, W. B.
 1951 Asheville
 2909. Varner, S. E., Jr. 1940 Brevard
 3054. Viall, W. R., Jr. 1944 Pinehurst
 1445. Vinson, E. L. 1908 Halifax
 3483. Vinson, J. B. 1951 Raleigh
 1778. Vinson, J. T. 1914 Goldsboro

W

3722. Wagner, J. W. 1954 Charlotte
 3750. Wagner, M. T., Jr.
 1954 Philadelphia, Pa.
 3523. Wakefield, Griffin (La.) (col.)
 1951 Pickens, S. C.
 3108. Waldrop, J. E. (Ga.) 1946 Charlotte
 2278. Walker, A. D. 1925 Wilmington
 2010. Walker, H. W. 1922 Norlina
 2504. Walker, H. L. 1929 Greensboro
 2192. Wallace, A. C. 1924 Star
 3275. Walters, H. C. (S.C.)
 1949 Florence, S. C.

2441. Walters, J. E. (S.C.) 1928 Morven
 1895. Walton, R. C. 1916 Raleigh
 2583. Ward, B. R. 1931 Goldsboro
 1761. Ward, E. H. 1914 Tarboro
 3160. Ward, J. L., Jr. (Ga.) 1946 Canton
 2186. Ward, W. A. 1924 Swannanoa
 3484. Ward, W. S. 1951 Hickory
 2330. Warren, B. G. 1926 Rural Hall
 3122. Warren, B. S., Jr. 1946 Greenville
 3695. Warren, C. F., Jr. (Ga.) 1953 Hickory
 1816. Warren, J. C. 1915 Benson
 1923. Warren, L. A. 1917 Garland
 2849. Warren, L. A., Jr. 1939 Dunn
 1539. Waters, G. W., Jr. 1910 Goldsboro
 2846. Waters, P. V. 1939 Mooresville
 2243. Watkins, F. D. (S.C.) 1925 Belmont
 2955. Watkins, J. C. 1941 Emporia, Va.
 3039. Watkins, Rose Stacy (Mrs. J. C.)
 1949 Emporia, Va.
 2805. Watson, R. N. 1938 Sanford
 2813. Way, J. A., Jr. 1938 Winston-Salem
 3646. Weatherwax, F. G. (Ga.)
 1953 Winston-Salem
 1110. Webb, C. I. 1903 Charlotte
 1526. Webb, R. K. 1910 Charlotte
 2621. Webb, T. P., Jr. 1932 Shelby
 3485. Webster, C. D. 1951 Rowland
 3726. Webster, P. E. (S.C.)
 1954 Burlington
 2936. Webster, W. B. (S.C.)
 1941 Fairmont
 3355. Weiner, David (Md.)
 1950 Baltimore, Md.
 3589. Welborn, J. H. 1952 Lexington
 1089. Welborn, W. F. 1902 Lexington
 3198. Welborn, W. F., Jr. 1947 Lexington
 2541. Welch, W. D., Jr. 1930 Washington
 1269. Welfare, S. E. 1905 Winston-Salem
 3599. Wells, F. R. (Ohio)
 1952 Wooster, Ohio
 3963. Wells, K. F. (Tenn.) 1956 Marion
 2685. Wells, R. R. 1934 Shelby
 2870. Wells, V. D., Jr.
 1939 Columbus, Ohio
 3751. Wells, W. P. 1954 Durham
 3513. Welsh, O. H. 1951 Wilmington
 3755. West, J. R. (Ga.) 1954 Sylva
 2800. West, June Bush (Mrs.)
 1938 Raleigh
 3514. West, W. A. 1951 Roseboro
 2254. West, W. L. 1925 Roseboro
 3959. Whaley, E. F. 1956 Elizabeth City
 3515. Whaley, L. M. 1951 Wallace

3894. Whaley, Marian (Tenn.) 1955 Durham
 1510. Wharton, L. A. 1909 Gibsonville
 3347. Wheeler, C. C., Jr. 1950 Chapel Hill
 1979. Wheeler, C. R. 1919 Oxford
 2670. Wheless, J. M., Jr. 1934 Farmville
 2459. White, C. B. 1928 Henderson
 2448. White, D. F. 1928 Mebane
 2059. White, E. S. 1921 Greensboro
 1574. White, G. S. 1910 Lexington
 3858. White, Grey B. (Mrs. J. G.)
 1955 Burlington
 3752. White, J. G. 1954 Burlington
 2402. White, J. J. 1927 Henderson
 2054. White, J. S. 1921 Mebane
 1741. White, Luther 1914 Wilmington
 2532. White, R. L. (S.C.) 1929 Troy
 1544. White, W. R. 1910 Warrenton
 2211. Whitehead, C. R. 1924 Ramseur
 3026. Whitehead, J. D., III 1943 Enfield
 2806. Whiteley, I. C. 1938 Morganton
 2673. Whiteley, R. S. 1934 Greensboro
 2956. Whitford, B. H. 1941 Rocky Mount
 2507. Whitford, C. P. 1929 Washington
 2547. Whitley, H. E. 1930 Concord
 1898. Whitley, J. R. 1916 Hendersonville
 2885. Whitley, W. Y. 1939 Fremont
 1888. Whitmire, W. P., Jr.
 1916 Tucson, Ariz.
 3082. Whitson, W. J. 1945 Phelps, N. Y.
 3723. Wiggins, K. L. 1954 Goldsboro
 1625. Wilkerson, I. O. 1911 Greensboro
 1525. Wilkerson, J. L. 1910 Durham
 3056. Wilkins, Jessie. L. (Mrs.)
 1944 Durham
 1573. Williams, A. H. A. 1910 Oxford
 3405. Williams, B. A. 1950 High Point
 3175. Williams, C. H. (Va.) 1947 Asheboro
 3516. Williams, E. G. 1951 Gastonia
 3629. Williams, G. L. 1953 Fayetteville
 3087. Williams, J. D., Jr. 1945 Griffin, Ga.
 2084. Williams, J. C. 1921 Bessemer City
 3134. Williams, Laurel L.
 1946 Warwick, Va.
 2077. Williams, L. L. (Ga.) 1920 Morven
 2969. Williams, M. H. 1941 Lexington
 1899. Williams, M. V. B.
 1916 Winston-Salem
 3152. Williams, Nina Fish (Mrs.) (Kan.)
 1946 High Point
 3732. Williams, T. D., Jr. (S.C.)
 1954 Wadesboro
 3776. Williams, V. F. (Miss.)
 1954 Yanceyville
 3517. Williams, W. A. 1951 Williamston
 3675. Williams, W. B. (Va.) 1953 Durham
 3182. Williamson, Fate B. (Mrs.)
 1947 Albany, Ga.
 2057. Williamson, J. W. 1921 Salisbury
 3819. Williford, E. H., Jr.
 1955 Kannapolis
 3219. Williford, J. S. 1948 Pinetops
 2088. Willis, Beatrice A. (Mrs.)
 1922 Fayetteville
 2112. Willis, R. M. 1922 Southport
 2442. Williston, F. D. (Tenn.) (col.)
 1927 Fayetteville
 2158. Wilson, C. A. (Ga.) 1922 Monroe
 1534. Wilson, Connie H. 1910 Charlotte
 2032. Wilson, E. C. (Va.) 1919 Burlington
 3318. Wilson, H. W., Jr. 1949 Greensboro
 3406. Wilson, R. C. 1950 Hendersonville
 1511. Wilson, T. H. 1909 Cramerton
 3486. Wilson, W. H. 1951 Raleigh
 2017. Wimberly, R. E. (col.) 1920 Raleigh
 2957. Windecker, G. H.
 1941 Bloomingdale, N. J.
 3453. Winter, C. O. (S.C.)
 1951 Jacksonville
 1575. Wohlford, T. W. 1910 Charlotte
 1822. Wolfe, B. H. 1915 Burlington
 1265. Wolfe, J. C. 1905 Hickory
 3820. Wolfe, R. P. 1955 Mt. Airy
 1717. Wolfe, W. S. 1913 Mt. Airy
 2203. Womble, D. J. 1924 Durham
 2726. Womble, L. N., Jr. 1936 Plymouth
 3821. Wood, John D. 1955 Greensboro
 2857. Woodard, B. P. 1939 Princeton
 1770. Woodard, E. V. 1914 Selma
 3446. Woodard, J. B. 1951 Kannapolis
 3756. Woodson, J. T., Jr. (Tenn.)
 1954 Henderson, Tenn.
 2723. Woodward, G. B. (Tenn.)
 1936 Bryson City
 3447. Woody, R. R. 1951 Burlington
 1809. Woolard, E. W. 1915 Henderson
 2351. Wooten, J. W. F. 1926 Fayetteville
 3083. Wooten, Ruth Aycock (Mrs. C. C.)
 1945 Raleigh
 3754. Wright, J. C. 1954 Wilmington
 2046. Wrike, W. C. 1921 Graham
 3606. Wurthmann, B. A. (S.C.)
 1952 Sullivan's Island, S. C.
 2854. Wyatt, Blanche B. 1939 Wilson
 2545. Wynn, W. McK. (col.)
 1930 Greensboro

Y

1342. Yancey, D. C. (col.) 1906 Wilson
 1428. Yancey, L. A. (col.) 1908 Charlotte
 3206. Yandell, C. R. (S.C.) 1947 Pineville
 3487. Yandle, H. A. 1951 Chapel Hill
 1512. Yates, C. L. 1909 Charlotte
 2798. Yearwood, T. C. (Ill.)
 1938 Nicholasville, Ky.
 1270. Young, C. T. 1905 Smithfield
 3410. Young, C. W., Jr. (S.C.)
 1950 Lincolnton
 3348. Young, R. L., Jr. 1950 Lexington
 2799. Young, T. F. (Ark.) 1938 Leicester
 3048. Youngblood, Frances Rimmer
 (Mrs. R. L.) 1944 West End

Z

3243. Zirkle, Mildred S. (Mrs.)
 1948 Haddon Heights, N. J.
 1576. Zuckerman, I. L. 1910 Greensboro

REGISTERED ASSISTANT
PHARMACISTS

73. Adams, L. T. 1934 Winston-Salem
 79. Badgett, E. W. 1935 Mt. Airy
 50. Bass, J. A. 1932 Wilson
 41. Birkitt, S. P. 1931 Charlotte
 20. Branch, B. C. 1928 Rocky Mount
 28. Brooks, C. M. 1931 Monroe
 48. Brown, H. S. 1932 Goldsboro
 106. Bryant, Nan 1938 Tarboro
 23. Carrigan, J. F. 1930 Spencer
 61. Chadwick, S. T. 1933 Havelock
 27. Griffin, T. W. 1930 Statesville
 96. Gwynn, A. A. 1938 Greensboro
 4. Heslep, F. W. 1923 Beaufort
 72. Humphries, A. T. 1934 Charlotte
 56. King, R. G. 1933 New Bern
 7. McConnell, Ethel 1926 Newton
 19. Maus, F. B. 1928 Greensboro
 64. Moore, H. W. 1933 Lexington
 74. Moose, H. F. 1934 Statesville
 68. Munns, R. F. 1934 Whiteville
 5. Musgrove, W. M. 1924 Catawba
 88. O'Brien, C. C. 1936 Greensboro
 53. Porter, J. N. 1933 Charlotte
 26. Russell, L. D. 1930 Greensboro
 77. Wade, C. E. 1935 Colerain

LIST OF PHYSICIANS HOLDING
PERMITS TO CONDUCT
DRUG STORES

(LIVING IN TOWNS OF NOT MORE

THAN 800 INHABITANTS TO WHOM
PERMITS TO CONDUCT DRUG STORES
HAVE BEEN GRANTED.)

203. Beard, Grover Cleveland
 Atkinson, Pender County
 139. Beasley, Edward Bruce
 Fountain, Pitt County
 204. Bonner, John Bryan
 Aurora, Beaufort County
 181. Brown, Clarence Emanuel
 Faith, Rowan County
 364. Brown, James Arthur
 Cleveland, Rowan County
 361. Cole, Walter Franklin
 Bunn, Franklin County
 178. Currie, Daniel Smith
 Parkton, Robeson County
 382. Darden, J. L., Jr.
 Colerain, Bertie County
 355. Eagles, C. S.
 Saratoga, Wilson County
 356. Finney, Jonathan Richard
 Boonville, Yadkin County
 332. Fulp, James Francis
 Stoneville, Rockingham County
 298. Hackney, Ben Hall
 Lucama, Wilson County
 123. Hammond, Alfred Franklin
 Pollocksville, Jones County
 138. Hinnant, Milford
 Micro, Johnston County
 387. Johnstone, Allan MacKenzie
 Lake Waccamaw, Columbus County
 162. Long, Fred Yount
 Catawba, Catawba County
 319. Parker, Clifton Geno
 Woodland, Northampton County
 271. Parker, John Wesley, Jr.
 Seaboard, Northampton County
 384. Parks, John Edward, Jr.
 Robbinsville, Graham County
 243. Smith, Anderson Jones
 Black Creek, Wilson County
 359. Staton, L. R.
 Hayesville, Clay County
 360. Vassey, Thomas
 Trenton, Jones County
 263. Weathers, Rupert Ryon
 Knightdale, Wake County
 375. Womble, Edwin Cornelius
 Wagram, Scotland County

List of Drug Stores

(Revised July 25, 1956)

The number preceding the name of the drug store indicates the permit number of that store. Addresses for each store are listed where given. Person listed immediately following drug store was certified as pharmacist in charge (or permitted physician) on the application for the renewal of the permit. "*" denotes drug store operated under physician's permit.

ABERDEEN—Moore County

1. Bryan Drug Company, Inc.
120 W. Main Street (C. L. Guion)
1059. Craig Drug Co.
Sycamore St. (L. B. Craig)
2. McCrummen's Drug Store
South Street (D. C. McCrummen)

AHOSKIE—Hertford County

1310. Boone's Pharmacy
109 W. Main St. (W. T. Boone)
3. Copeland Drug Co.
104 Main St. (E. U. Capps)
4. Walker-Boone Drug Co., Inc.
117 East Main Street (P. M. Arps)

ALBEMARLE—Stanly County

1099. Albemarle Drug Co.
260 E. Main St. (C. R. Edwards)
970. The Drug Centr  
121 N. First St. (H. K. Leitch)
1101. K and L Drug Store
316 Montgomery Ave., (J. A. Betts)
6. Loftin's Drug Store
116 W. North St. (T. G. Loftin)
1152. Murrell's Pharmacy
167 N. Second Street (H. T. Murrell)
7. Phillips Drug Co.
111 N. Second Street (M. B. Phillips)
1384. Prescription Shop
125 E. North St. (D. L. Bennett)
8. Purcell Drug Co.
134 W. Main St. (E. L. Kritzer)

ANDREWS—Cherokee County

9. Davis Drug Co.
Second St. (H. E. Davis)

ANGIER—Harnett County

1327. McKnight's Drug Store
Main St. (A. L. McLean, Jr.)
841. Talton Drug Store
100 Depot Street (W. A. Burwell)

APEX—Wake County

1320. Apex Pharmacy
Box 128 (Margaret B. Perry)
821. Pegram's Pharmacy
Salem Street (Mrs. A. B. Pegram)

ARCHDALE—Randolph County

1163. Lowe's Pharmacy, Inc.
(John D. Lowe)

ASHEBORO—Randolph County

14. Asheboro Drug Co., Inc.
132 Sunset Ave.
(Walter Clodfelter, Jr.)
1174. Fox Professional Drug Co., Inc.
516 S. Fayetteville St. (J. H. Fox)
957. Kearns Service Drug Store
803 W. Salisbury (T. N. Kearns)
15. Randolph Drug Company, Inc.
220 Sunset Ave. (C. H. Williams)
1415. Reaves Pharmacy
212 S. Fayetteville St. (C. A. Reaves)
17. Reaves Walgreen Agency Drug Store
119 Sunset Ave. (H. C. Reaves)

ASHEVILLE—Buncombe County

19. Adams-Blauvelt, Inc.
16 Battery Park Place (J. W. Adams)
64. Aiken's Pharmacy
14 Lodge St. (J. H. Aiken)
21. Asheville Pharmacy
27 N. Market St. (A. B. Lott)
1281. B & B Pharmacy
462 Haywood Rd.
(H. L. Bishop, L. B. Brookshire)
884. Barefoot & Tatum Drugs, Inc.
2 N. Pack Square
(L. G. Barefoot)
1427. Bennett's Drug Store
472 Haywood Road
(William Kauffman)

66. Biltmore Drug Store
1 Kitchen Place (L. M. Jarrett)
1302. Carolina Pharmacy
287 Haywood Road
(S. L. Shultman, Jr.)
867. Charlotte St. Drug Co., Inc.
100 Charlotte St. (B. F. Klein)
23. Eckerd Drugs, Inc.
31 Patton Ave. (R. J. Noell)
1187. Eckerd's-Haywood, Inc.
Haywood St. (C. E. Bolinger)
1375. Economy Drug Store
157 Charlotte St.
(John W. Moore)
1230. Grove Park Pharmacy
250 Charlotte Street
(F. T. Akins)
1371. Ideal Drug Store
733 Haywood Road (F. P. Meroney)
24. Jones Drugs
262 Patton Ave. (M. L. Jones)
30. Kenilworth Drug Store
489 Biltmore Ave. (W. R. Johnson)
28. Lord's Drug Store, Inc.
793 Merrimon Ave. (J. C. McGee)
882. Malvern Hills Drug Store
1288 Haywood Road (C. J. Sisk)
1070. Memorial Mission Hospital Pharmacy
500 Biltmore Ave. (A. J. Darling)
1323. Merrimon Ave. Pharmacy
229 Merrimon Ave.
(Albert Chandley)
1089. Montford Pharmacy
231 Montford Ave. (A. G. Kiser)
34. Mullen's Pharmacy, Inc.
25 Montford Ave. (L. B. Mullen)
35. Norwood Pharmacy
500 Merrimon Ave. (L. P. Brookshire)
1201. Pack Square Pharmacy
22 N. Pack Square (R. J. Johnson)
736. Palace Pharmacy
783 Haywood Road (Dan W. Foster)
36. Pinner's Drug Store
619 Haywood Rd. (R. B. Jones)
1132. Saint Joseph's Hospital Pharmacy
428 Biltmore Ave.
(Charlotte Plemmons)
37. Salley's Drug Store
85 Patton Ave. (W. M. Salley)
39. Shigley's Inc.
31 Hendersonville Rd. (H. H. Shigley)
1111. Trantham's Drug Store
38 Broadway (H. D. Trantham)
1109. Y.M.I. Drug Store
29 Eagle St. (H. E. Jones)
- ATKINSON—Pender County
41. Atkinson Drug Co.*
Cor. Church and 1st Ave.
(G. C. Beard, M.D.)
- AULANDER—Bertie County
42. Aulander Pharmacy
(S. G. Nelson)
- AURORA—Beaufort County
43. Windley's Drug Store*
Main St. (J. B. Bonner, M.D.)
- AVONDALE—Rutherford County
44. Adkinson Drug Co.
(N. F. Adkinson)
- AYDEN—Pitt County
45. Edwards Pharmacy
Lee Street (S. M. Edwards)
- BADIN—Stanly County
47. Badin Drug Co., Inc.
(A. J. Thompson)
- BAILEY—Nash County
48. Etheridge Drug Store
(T. J. Etheridge, Jr.)
- BEAUFORT—Carteret County
50. F. R. Bell, Druggist
Front Street (F. R. Bell)
51. Guthrie-Jones Drug Company
507 Front Street
(C. H. Guthrie)
52. Joe House Drug Store
Front St. (Joseph House)
- BELHAVEN—Beaufort County
54. O'Neal's Drug Store
230 E. Main St. (W. P. O'Neal)
- BELMONT—Gaston County
55. Belmont Drug Co.
9 Main St. (R. B. Bryan)
56. Catawba Pharmacy
425 Catawba St. (S. P. Brison)

57. Robinson Drug Store
16 N. Main St. (J. L. Robinson)
- BENSON**—Johnston County
58. Benson Drug Co.
104 E. Main St. (Loamie Gilbert)
59. Peacock Drug Company
Main St. (M. A. Peacock)
60. Warren Drug Company
211 E. Main St. (J. C. Warren)
- BESSEMER CITY**—Gaston County
61. Central Drug Store
112 W. Virginia Ave. (J. C. Williams)
62. Curtis Pharmacy
Virginia Ave. (J. R. Curtis)
- BETHEL**—Pitt County
63. H. L. Rives Drug Company
Railroad St. (H. L. Rives)
- BISCOE**—Montgomery County
67. Biscoe Drug Store
Carthage Road (W. I. Jenkins)
- BLACK CREEK**—Wilson County
880. Black Creek Drug Company*
(A. J. Smith, M.D.)
- BLACK MOUNTAIN**—Buncombe County
69. Black Mountain Drug Co.
101 W. State St. (S. C. C. Uzzell)
1359. Key City Pharmacy
204 Sutton Ave. (John Kluttz)
835. Knight's Pharmacy
116 State St. (E. H. Knight)
- BLOWING ROCK**—Watauga County
1071. Harris Drug Store
Main St. (L. C. Harris)
- BOILING SPRINGS**—Cleveland County
1096. Boiling Springs Drug Company, Inc.
(R. H. Beason)
- BOONE**—Watauga County
73. Boone Drug Co.
Main St. (W. R. Richardson)
74. Carolina Pharmacy
231 Main St. (C. H. Mock)
- BOONVILLE**—Yadkin County
75. Boonville Drug Store*
(J. R. Finney, M.D.)
- BREVARD**—Transylvania County
1239. Long's Drug Store
Main and Broad Sts.
(S. E. Varner, Jr.)
77. S. M. Macfie Drug Co.
Main and Broad (O. D. Biddy)
78. Varner's Drug Store
Broad and Jordan Sts.
(E. M. Morris)
- BROADWAY**—Lee County
1036. Broadway Drug Co.
(M. W. Stevens)
- BRYSON CITY**—Swain County
80. Bryson City Drug Company
108 Everett St. (K. E. Bennett)
968. Conley's Drug Store
Everett St. (G. B. Woodward)
1083. Swain Drug Store
Everett St. (C. B. Hawkins)
- BUIE'S CREEK**—Harnett County
938. Wiggins Drug Store
Main St. (Ruth Pecora)
- BUNN**—Franklin County
83. Bunn Drug Co.*
(W. F. Cole, M.D.)
- BURGAUW**—Pender County
1198. Dees Drug Store
(R. R. Dees)
1030. Durham Drug Company
Fremont St. (R. B. Sawyer)
- BURLINGTON**—Alamance County
85. Aeme Drug Co., Inc.
Spring and Davis Sts.
(J. G. White)
1192. Alamance County Hospital Pharmacy
Graham-Hopedale Road
(R. L. Salter, Jr.)
1123. Alamance Drug Company
223 Maple Ave. (W. S. Gardner)
92. Andrews Drug Co.
138 Maple Ave. (C. M. Andrews)
86. Asher-McAdams Drug Co.
305 Trollinger (J. W. McAdams)
1267. Barbour-Pittman Drug Co., Inc.
Cor. Front and Main Sts.
(Rudolph Pittman)

87. Burlington Drug Company, Inc.
East Front St. (R. E. Barrett)
89. Davis Street Pharmacy, Inc.
751 E. Davis St. (Robert Woody)
1407. Griffin's Pharmacy
1701 Old Alamance Road
(S. D. Griffin, Jr.)
1420. Lowder Drug Co., Inc.
132 W. Front St. (H. G. Mitchell)
93. Mann's Cut Rate Drug Store
414 S. Main St. (E. D. Millaway)
1207. Medical Center Pharmacy, Inc.
274 Graham-Hopedale Rd.
(A. L. Moir)
1413. Sherard's Pharmacy
1245 S. Webb Ave. (G. S. Sherard)
1188. Thompson's Pharmacy
804 Rauhut St. (T. H. Thompson)
94. Worth Street Drug Store
525 S. Worth Street (W. R. Perry)
- BURNSVILLE—Yancey County
95. Pollard's Drug Store
West Main St. (Roland Glenn)
1251. Yancey Pharmacy
Main St. (W. E. Black)
- CANDLER—Buncombe County
1173. Valley Drug Co., Inc.
(S. S. Minton)
- CANTON—Haywood County
97. Canton Drug Store
137 Main St. (J. L. Jones, Jr.)
98. Champion Cut-Rate Drug Store, Inc.
147 Main St. (J. B. Patton, Jr.)
99. Hendrix Drug Store
108 Main St. (J. O. Hendrix)
100. Martin's Drug Store, Inc.
107 Main St. (B. M. Burrus)
- CAROLINA BEACH—New Hanover County
940. Carolina Beach Drug Company
(W. R. Adams)
- CARRBORO—Orange County
103. Senter's Drug Store
(P. L. Senter)
- CARTHAGE—Moore County
104. Shields Drug Co., Inc.
Court House Square (D. A. Blue)
- CARY—Wake County
105. Adams Drug Co.
105 Chatham St. (C. G. Hicks)
556. Franklin's Carolina Pharmacy
Chatham St. (Jean B. Provo)
- CATAWBA—Catawba County
106. Catawba Drug Company*
(F. Y. Long, M.D.)
- CHADOURN—Columbus County
899. Derrick's Pharmacy
(M. L. Borders, Jr.)
107. John E. Koonce Drug Co.
(S. G. Koonce)
- CHAPEL HILL—Orange County
1184. Colonial Drug Co.
420 W. Franklin St. (J. H. Carswell)
109. Eubanks Drug Co.
E. Franklin St. (Clyde Eubanks)
1218. N. C. Memorial Hospital Pharmacy
U. N. C. (W. W. Taylor)
994. Sloan Drug Company
101 E. Franklin St. (W. L. Sloan)
110. Sutton's Drug Store
159 E. Franklin St.
(Howard A. Yandle)
972. The Village Pharmacy, Inc.
306 W. Franklin St. (J. C. Fox, Jr.)
- CHARLOTTE—Mecklenburg County
977. Avondale Pharmacy
2204 Avondale Ave. (J. A. Hill)
113. Bizzzell Pharmacy
3312 Tuckaseegee Rd. (H. L. Bizzell)
1007. Blair Drug Co.
2719 Tuckaseegee Rd. (H. C. Greene)
116. Carolina Cut-Rate Drug Store, Inc.
225 W. Trade St. (F. E. Thomas)
117. Carolina Pharmacy
401 E. Trade St. (T. H. Lever)
1142. Cay Drug Store, Inc.
131 W. Trade St. (Joe Greenspan)
1256. Center Pharmacy
132 W. Trade St. (Francis Muratori)
1437. Central Avenue Drug Center
2611 Central Ave. (R. C. Huntley)
1195. Charlotte Drug Company
200 E. Trade St. (R. F. Holland)

119. Charlotte Memorial Hospital Pharmacy
1400 Scott Ave. (Myrtle Kraus)
139. Civil's Plaza Drug Store
1432 Central Ave. (G. R. Graham)
1112. Dilworth Pharmacy
1601 S. Boulevard (J. S. LeGette)
1178. Doctor Pharmacy
2316 Central Ave. (F. L. Black)
983. Dorton's Drug Store
3201 N. Caldwell St.
(C. L. Swearngan)
1315. Eckerd Drug Co.
1025 Providence Rd. (M. A. Dente)
121. Eckerd Drugs, Inc. (No. 1)
128 N. Tryon St. (J. G. Grantham)
122. Eckerd Drugs, Inc. (No. 2)
109 S. Tryon St. (E. V. Stone)
1155. Eckerts, Inc.
1517 Central Ave. (J. H. Bigham)
124. Hardee's Pharmacy
2909 Selwyn Ave. (A. K. Hardee, Jr.)
125. Hawthorne Pharmacy
1629 Elizabeth Ave.
(T. W. McFarland)
126. Hoskins Drug Co.
3626 Rozzell Ferry Rd.
(Kenneth Spoon)
128. Independence Drug Store
801 N. Graham St. (J. T. Hough)
902. Kiser Drug Co.
2400 Wilkinson Blvd. (H. L. Rayburn)
893. Liggett Drug Company, Inc.
100-102 N. Tryon St. (S. B. Johnson)
131. Lisk Pharmacy
826 E. Trade St. (D. C. Lisk)
1139. Medical Pharmacy
1010 Kings Drive (E. B. Eadie)
1069. Mercy Hospital Pharmacy
2000 E. 5th St. (Gilbert Colina)
815. Myers Park Pharmacy
1340 Romany Rd. (W. D. Craig, Jr.)
136. Niven Drug Co.
131 E. Park Ave. (O. L. Johnson)
137. Park Place Pharmacy
613 Providence Road (J. B. Hunter)
1073. Plaza Hill Pharmacy, Inc.
2513 Plaza Road (J. W. Wagner)
932. Presbyterian Hospital Pharmacy
200 Hawthorne Lane (J. H. Rosser)
934. Queen City Pharmacy
422 E. Second St. (C. F. Rice)
141. Rex Drug Store
417 E. Second St. (J. H. Isler)
1120. Rhodes Pharmacy
1621 Parkwood Ave. (C. R. Rhodes)
142. Rhyne Drug Store
830 E. Morehead St. (C. L. Rhyne)
1130. Sedgefield Drug Co.
3215 South Blvd. (Henry Huber)
143. Selwyn Cut-Rate Drug Store, Inc.
319 W. Trade St. (J. S. Nance)
1342. Shamrock Drugs, Inc.
3217 Plaza Rd. (Stanley Slesinger)
1376. Southern Drug Co.
1400 E. Morehead St.
(C. E. Hemingway)
1383. Southside Pharmacy
2819 South Blvd. (W. E. Hardee)
144. Stanley Drug Stores, Inc.
1949 E. 7th St. (V. E. Stanley)
1122. Sterling Drug Company, Inc.
1501 Elizabeth Ave. (E. W. Bruce)
145. Sterling Drug Store, Inc.
401 N. Tryon St. (W. V. Proctor)
1390. Troy Drug Co.
2116 Independence Blvd.
(J. C. Murphy)
1425. Troy Drug Co., (No. 2)
625 Woodlawn Road (A. J. Muratori)
146. T. A. Walker, Inc.
332 N. Tryon St. (F. H. Cline)
1432. T. A. Walker, Inc.,
Hawthorne Medical Center
227 Hawthorne Lane
(H. H. Hammond)
1347. Westside Drug Center Inc.
1910 Rozzell's Ferry Road
(W. W. Howle)
1434. Whitehead Pharmacy
305 N. Caswell Rd. (John B. Balas)
1189. Wilson & Holmes Pharmacy
421 S. Brevard St. (J. D. Richardson)
149. Yancey's Drug Store
Cor. 3rd & Brevard Sts.
(L. A. Yancey)

CHERRYVILLE—Gaston County

150. Allen Drug Co.
110 E. Main St. (H. H. Allen, Jr.)

151. Houser Drug Co., Inc.
100 E. Main St. (W. H. Houser)
- CHINA GROVE—Rowan County
913. Brown Drug Company
Main St. (J. H. Brown)
1141. China Grove Drug Co.
Main St. (R. A. Kiser)
- CLAREMONT—Catawba County
1279. Claremont Pharmacy
Main St. (J. A. Busbee)
- CLARKTON—Bladen Co.
1386. Fowler's Drug Store, Inc.
College St. (J. D. Fowler)
- CLAYTON—Johnston County
155. Beddingfield's
325 E. Main St. (C. H. Beddingfield)
156. Whitley-Bain Drug Co., Inc.
Main St. (J. D. Bain)
- CLEMMONS—Forsyth County
1247. Clemmons Pharmacy
In The Triangle (R. E. Scharff)
- CLEVELAND—Rowan County
848. Cleveland Drug Co.*
(J. A. Brown, M.D.)
- CLIFFSIDE—Rutherford County
158. Mills Drug Co.
(J. C. Mills)
- CLINTON—Sampson County
159. Butler's Pharmacy
204 Main St. (A. B. Butler)
1232. Holmes Drug Store
600 Lisbon St. (J. M. Holmes, Jr.)
1436. Hospital Pharmacy
612 Beaman St. (C. H. Gaddy)
1035. McLean Pharmacy
120 Main St. (G. W. McLean)
162. Register's Drug Store
Vance St. (M. O. Register)
160. Reynold's Drug Co.
Main and Lisbon Sts.
(R. M. Herring)
1246. Sampson's Pharmacy
700 McCoy St. (R. R. Sampson)
- CLYDE—Haywood County
163. Clyde Pharmacy
Main Street (E. P. Judy)
- COATS—Harnett County
1113. McKnight's Drug Store
Main St. (L. E. McKnight, Jr.)
- COLERAIN—Bertie County
165. Wade's Pharmacy*
Main St. (J. L. Darden, Jr., M.D.)
- COLUMBIA—Tyrrell County
166. Tyrrell Drug Co.
Main St. (R. S. Knight, Jr.)
- CONCORD—Cabarrus County
167. Airheart Pharmacy
Market St. (W. F. Rhodes)
168. Cabarrus Drug Co.
16 S. Union St. (H. C. Champion)
944. Cabarrus Memorial Hospital Pharmacy
U. S. H'way 29 (J. W. Mitchner)
1322. The Drug Centre
Kannapolis Highway (C. H. Sanders)
170. Gibson's, Inc.
1 S. Union St. (G. C. Smith)
171. Pearl Drug Co.
2 S. Union St. (H. A. Barringer)
1335. Pike's Drug Store
Wil-Mar Park (J. M. Pike)
172. Porter Drug Company, Inc.
8 S. Union St. (C. D. Porter)
173. Whitmore Drug Company
80 S. Union St. (H. E. Whitley)
- CONOVER—Catawba County
175. Bowman Drug Co.
Main St. (C. E. Bowman)
176. Conover Drug Co.
Main St. (Billy Lee Price)
- CONWAY—Northampton County
177. Taylor Drug Co.
(L. B. Taylor)
- COOLEEMEE—Davie County
178. Cooleemee Drug Co.
(E. D. Hoyle)
- CORNELIUS—Mecklenburg County
179. Guion Drug Co.
(C. D. Guion)

1440. Mid Way Pharmacy, Inc.
(G. H. Anders)
- CRAMERTON—Gaston County
1389. Cramerton Drug Co.
(J. C. Kiser)
- CREEDMOOR—Granville County
182. Creedmoor Drug Co.
(W. A. Hayes)
- CROSSNORE—Avery County
181. Crossnore Drug Store
Box 186 (W. D. Tennant, Jr.)
- DALLAS—Gaston County
919. Summey Drug Company
(W. L. Summey)
- DAVIDSON—Mecklenburg County
184. White Drug Company
131 Main St. (C. S. Goodrum)
- DENTON—Davidson County
185. Denton Drug Store
Main St. (W. L. Lamar)
- DERITA—Mecklenburg County
1399. Derita Drug Co.
Box 154 (G. B. Dimmick, Jr.)
- DOBSON—Surry County
1134. Dobson Drug Store
(Viola Howell)
- DRAPER—Rockingham County
1228. Draper Pharmacy
Fielderest Rd. (J. W. Chandler)
1017. Lasley Drug Store
Fielderest Ave. (C. G. Lasley)
- DREXEL—Burke County
923. Drexel Drug Company
(C. F. Turner)
- DUNN—Harnett County
188. Butler & Carroll Drug Co., Inc.
129 E. Broad St. (W. W. Carroll, Sr.)
189. Dunn Pharmacy
218 E. Broad St. (R. B. Fairley)
1053. Fitchett Drug Store of Dunn, Inc.
128 E. Broad St. (J. W. Thornton)
191. Hood Drug Store
112 E. Broad St. (P. C. Hood)
1416. Hospital Pharmacy
200 N. Ellis Ave. (L. A. Warren, Jr.)
1202. Thomas Drug Store
323 E. Broad St. (J. I. Thomas)
- DURHAM—Durham County
193. Boone Drug Company
100 W. Parrish St. (D. L. Boone, Sr.)
738. Brewer's Drug Store
700 Ninth St. (S. O. Brewer, Sr.)
900. Broad Street Drug Company, Inc.
1139 Broad St. (O. L. Umstead)
1051. Carswell Drug Co., Inc.
Club Blvd. and Watts St.
(A. P. Carswell)
1000. Center Drug Store of Durham, Inc.
2926 Roxboro Rd. (E. L. Rigsbee)
213. Crabtree Pharmacy
2100 Anger Ave. (A. H. King)
192. Don Booth Drug Co.
1009 W. Chapel Hill St. (G. D. Booth)
197. Duke Hospital Pharmacy
Duke University (I. T. Reamer)
198. Durham Drug Co.
330 W. Main St. (J. R. Casteel)
199. Eckerd Drugs, Inc.
122 W. Main St. (W. F. Lynch)
1419. Eckerd's Drugs of Durham, N. C., Inc.
1223 University Drive
(V. A. Shore, Jr.)
1065. Edgemont Pharmacy
1114 Angier Ave. (R. G. Kale)
200. Garrett's Biltmore Drug Store
332 E. Pettigrew St. (Y. D. Garrett)
1340. Garrett-Parker Drug Store
702 Fayetteville St. (J. G. Parker)
201. Holloway Street Pharmacy
1026 Holloway St. (G. W. Harris)
202. Hospital Pharmacy
1124 Broad St. (B. W. Spencer, Jr.)
1297. Lincoln Hospital Pharmacy
1301 Fayetteville St. (Vera Ricketts)
739. McDonald's Drug Store
732 Ninth St. (J. C. McDonald)
1236. McPherson Hospital Pharmacy
1110 W. Main St. (H. F. Padgett)
203. Mangum St. Pharmacy
806 N. Mangum St. (L. R. Sparks, Jr.)

205. North Durham Drug Store
714 Mangum St. (E. S. Swindell)
1344. Northgate Pharmacy
2909 Roxboro Road (H. C. Chapman)
1196. The Prescription Shop
316 S. Gregson St. (J. K. McCoy)
1291. The Professional Pharmacy, Inc.
1200 Broad St. (H. L. Kelly)
207. Rogers Drug Co., Inc.
202 Mangum St. (R. P. Rogers, Sr.)
840. Sawyer & Moore, Inc.
1014 W. Main St.
(J. F. Ferguson, Jr.)
1043. Sullivan's Pharmacy
402 S. Driver Ave. (L. S. Sullivan)
209. Walgreen Co.
102 W. Main St. (Keith Marple)
210. Watts Hospital Pharmacy
Broad St. (G. M. Stahl)
211. West Side Pharmacy
701 Chapel Hill St. (J. C. Harris)
1128. Womble's Pharmacy
601 E. Main St. (D. J. Womble)
- EDENTON—Chowan County
214. Leggett & Davis, Inc.
323 Broad St.
(J. W. Davis, Sr.)
215. Mitchener's Pharmacy
301 S. Broad St. (J. A. Mitchener, Jr.)
- ELIZABETH CITY—Pasquotank County
220. The Apothecary Shop
406 E. Main St. (J. E. Sparks)
905. Jacock's Pharmacy
205 S. Poindexter St.
(C. C. Turner, Jr.)
219. Overman & Stevenson
512 E. Main St. (J. T. Stevenson)
1422. Todd's Pharmacy
216 S. Poindexter St. (E. L. Foss)
- ELIZABETH TOWN—Bladen County
221. Bennett-Stone Pharmacy
Broad St. (B. F. Stone)
222. Hutchinson Drug Store
Broad St. (F. C. Simmons)
- ELKIN—Surry County
1404. Abernethy's Pharmacy
109 W. Main St. (P. L. Fisher)
224. Elk Pharmacy, Inc.
115 E. Main St. (D. A. Irwin)
225. Royall Drug Co., Inc.
128 W. Main St. (G. E. Royall, Jr.)
- ELLERBE—Richmond County
226. Warner Drug Co.
Main St. (V. L. Strout)
- ELM CITY—Wilson County
228. Elm City Pharmacy
Main St. (M. L. Davis)
- ENFIELD—Halifax County
230. W. E. Beavans Drug Store
(S. C. Beavans)
229. Harrison Drug Company
Railroad St. (W. F. Farmer)
231. Whitehead Drug Co.
(J. D. Whitehead)
- ENKA—Buncombe County
233. Elson's Drug Store
(Shuford Snyder)
232. Enka Drug and Food
(J. R. Elson)
- ERWIN—Harnett County
234. E. R. Thomas Drug Co.
103 E. "G" St. (Leonidas Jackson)
- FAIR BLUFF—Columbus County
235. Floyd-Anderson Drug Co.
Main St. (M. W. Davis II)
1374. Rogers Drug Store
(M. J. Atkinson)
- FAIRMONT—Robeson County
1303. Fairmont Drug Co.
Main St. (H. E. Malion)
1026. Webster's Pharmacy
Main St. (W. B. Webster)
- FAISON—Duplin County
1350. Faison Drug Co.
(P. L. Caldwell)
- FAITH—Rowan County
847. Barger & Co.*
Main St. (C. E. Brown, M.D.)

FARMVILLE—Pitt County

1176. City Drug Company
103 S. Main St. (J. M. Wheless, Jr.)

FAYETTEVILLE—Cumberland County

243. Bender's Drug Store
201 Hay St. (L. L. Rouse)
1325. Bender's Drug Store No. 3
1226 Fort Bragg Rd.
(L. R. Lanier, Jr.)
1431. Cape Fear Valley Hospital Pharmacy
Owen Drive (L. C. Brisson)
244. Fayetteville Drug Co.
114 Gillespie St. (B. C. Brooks)
246. Henderson's Drug Store
125 Person St. (A. J. Henderson)
247. H. R. Horne & Sons
124 Hay St. (H. R. Horne)
1205. K and F Drug Store
1212 Fort Bragg Road
(D. G. King)
248. MacKethan & Company, Druggists
102 Person St. (H. P. Underwood, Jr.)
1209. Markham Drug Co.
101 Hay St. (G. W. Markham)
1385. Massey Hill Drug Co., Inc.
1061 Southern Ave. (L. C. Tomlinson)
249. Matthews' Pharmacy
451 Hay St. (R. V. McBryde)
982. Reaves' Drug Store
2706 Bragg Blvd. (L. E. Reaves, Jr.)
250. Service Drug Store
113 Gillespie St. (F. D. Williston)
1241. Strickland-Lawhon Drug Store
1201 Hay St. (C. B. Strickland)
890. Williams' Drug Store
502 Hillsboro St. (N. M. Parker)

FLETCHER—Henderson County

1301. Asheville Agricultural School and
Mountain Sanitarium, Inc.
Howard Gap Rd. (A. J. Miller)
912. Fletcher Pharmacy
Asheville Highway (Q. H. Beck)

FONTANA VILLAGE—Graham County

1324. Fontana Drug Store
(C. H. Miller)

FOREST CITY—Rutherford County

1398. Forest City Pharmacy, Inc.
S. Powell St. (W. L. Cowan)
254. Piedmont Drug Company
6 W. Main St. (J. S. Rudisill)
255. Smith's Cut-Rate Drug Store
227 E. Main St. (Ernest Holt)
1353. Tom's Pharmacy
Alexander Sub Station
(Tom B. Harris)

FORT BRAGG—Cumberland County

1159. Bender's Drug Store
Mallonee Village (R. E. Bullard)

FOUNTAIN—Pitt County

256. Beasley Drug Co.*
(E. B. Beasley, M.D.)

FOUR OAKS—Johnston County

257. Four Oaks Drug Company
E. Main St. (R. C. Canaday)

FRANKLIN—Macon County

258. Angel Drug Store
(R. A. Cloer)
1216. Carolina Pharmacy
(Clyde Duvall)
1402. Perry's Drug Store
(V. H. Perry)

FRANKLINTON—Franklin County

995. Corner Drug Store
2 N. Main St. (D. O. Langston)
260. L. W. Henderson's Pharmacy
102 Main St. (W. L. Stone)

FREMONT—Wayne County

1042. Fremont Pharmacy
(J. S. Stewart)

FUQUAY SPRINGS—Wake County

262. Elliott's Pharmacy
202 S. Main St. (A. G. Elliott, Jr.)
263. Johnson's Drug Store
(W. W. Johnson)

GARLAND—Sampson County

1079. Garland Drug Company
(H. C. Rich)
264. L. A. Warren & Son
(L. A. Warren)

GASTONIA—Gaston County

1283. Akers Center Pharmacy, Inc.
1443 Wilkinson Blvd. (Steve Pappas)
1085. Caldwell Drug Store, Inc.
611 E. Franklin Ave. (J. E. Brison)
269. Franklin Drug Store
1402 W. Franklin Ave. (H. C. Bell)
1191. Gaston Memorial Hospital Pharmacy
401 N. Highland
(W. A. Carter)
270. Kennedy's Inc.
215 W. Main St.
(E. G. Williams & K. W. Huss)
268. Moss Rexall Drugs
1051 W. Franklin Ave. (F. M. Moss)
1405. Rhyne's Drug Store, Inc.
1516 E. Ozark Ave. (J. P. Friday)
272. Smith's Cut-Rate Drugs
121 W. Main Ave. (G. S. Templeton)
1157. Square Pharmacy
254 W. Page Ave. (N. A. Smith)
273. Victory Drug Co.
York St. (A. J. Sanders)

GIBSON—Scotland County

1244. Gibson Drug Co.
(Evelyn Hunsucker)
740. Smith's Drug Store
E. Main St. (J. P. F. Smith)

GIBSONVILLE—Guilford County

275. Gibsonville Drug Co.
Main St. (L. A. Wharton)

GLEN ALPINE—Burke County

276. Clinic Drug Store
(H. F. Bobbitt)

GOLDSBORO—Wayne County

914. Ash Street Pharmacy
814 E. Ash St. (G. P. Thornton)
278. Brown Drug Co., Inc..
130 E. Walnut St.
(E. L. Pilkington, Sr.)
863. Bunch's Drug Store
144 N. Center St. (H. T. Taylor)
279. Cash Drug Company
133 E. Walnut St. (T. E. Smith)
1257. Gibson's Drug Store
Cor. William and Ash Sts.
(J. E. F. Hicks)

280. Goldsboro Drug Co.

101 N. Center St. (B. R. Ward)

281. Jackson Drug Co.

400 S. James St. (Osceola Jackson)

282. Ratley's Drug Store

122 S. Center St. (W. A. Ratley)

283. Robinson's Drug Store

143 S. Center St. (T. R. Robinson, Jr.)

1261. Vinson's Drug Store

138 W. Walnut St. (W. C. Rose)

GOLDSTON—Chatham County

962. Lee Drug Store
(Ray Brooks)

GRAHAM—Alamance County

1392. Graham Drug Store
142 N. Main St. (H. O. Benson)
287. Wrike Drug Company
108 N. Main St. (W. C. Wrike)

GRANITE FALLS—Caldwell County

885. Caldwell Drug Store
(Brem Bonner)

GREENSBORO—Guilford County

290. Asheboro St. Pharmacy
420 Asheboro St. (J. T. Usher)
1406. Bessemer Drug Co.
2805 Bessemer Ave. (W. B. Evans)
291. Best Drug Store
1104 Asheboro St. (J. H. Best)
824. College Drug Store
1003 Spring-Garden St.
(R. A. Buchanan)
1242. The Moses H. Cone Memorial Hospital
Pharmacy
1200 N. Elm St. (C. Paoloni)
1006. Crutchfield-Browning Drug Co.
357 N. Elm St. (T. G. Crutchfield)
1185. Crutchfield-Browning Drug Store
No. 2, Inc.
2166 Lawndale Drive (W. C. Brown)
1150. Eccles Drug Store
914 Gorrell St. (W. H. King)
1110. Edmonds Summit Center Drug Store
952 Summit Avenue (G. H. Edmonds)
1215. Elam Drug Company, Inc.
2112 Walker Ave. (J. V. Farrington)
816. Elm Street Pharmacy, Inc.
376 N. Elm St. (T. W. Russell)

292. C. C. Fordham Drug Store
514 S. Elm St. (C. C. Fordham, Jr.)
1341. Foster Pharmacy, Inc.
1018 N. Elm St. (N. Rabinowitz)
1300. Franklin's Drug Co.
2140 Lawndale Dr. (J. C. Herrin)
897. Franklin's Drug Store
401 Tate St. (R. E. Franklin)
298. Greene Street Drug Company
124 S. Greene St. (G. H. Steele)
299. Greensboro Drug Co.
230 W. Market St. (R. D. Farrell)
1138. Guilford Drug Company
100 S. Elm St. (David Stang)
300. Home Drug Store
1204 Grove St. (J. F. Pickard)
981. Hotel Pharmacy
235 N. Elm St. (J. C. Coble)
303. McDuffie-Eubanks Drug Co.
100 N. Elm St. (R. A. McDuffie)
1181. McFalls Sunset Drug Co.
1610 Madison Ave. (S. W. McFalls)
998. McNair Brothers' Drug Store
900 E. Market St. (W. O. McNair)
1417. Medical Center Pharmacy
408 E. Wendover Ave. (D. D. Claytor)
1411. Northwood Drugs
110 E. Northwood St. (B. F. King)
305. Oliver's
457 W. Market St. (E. W. Oliver)
540. Pomona Drug Store
Latham St. at Boren (O. W. McFalls)
306. Sykes Drug Company
1227 4th St. (R. J. Sykes)
308. Textile Drug Company
2109 Church St. (E. W. Buchanan)
1294. Tyson's Plaza Drug Co.
1726 Battle Ground Ave.
(J. W. Tyson)
310. Walgreen Co.
218 S. Elm St. (Jack Granger)
1068. White Oak Drug Co.
2435 Fairview St. (D. D. Underwood)
1343. Wilkerson Drug Co.
123 N. Elm St. (I. O. Wilkerson)
295. Wynn Drug Store
814 Gorrell St. (W. M. Wynn)
- GREENVILLE—Pitt County
1304. Beddingfield Pharmacy
Five Points & 7th St.
(B. B. Beddingfield)
1225. Bell's Pharmacy
302 Evans St. (J. D. Blalock)
1016. Biggs Drug Store
301 Evans St. (J. W. S. Biggs)
314. Bissette's Drug Store No. 2
416 Evans St. (R. H. Seaborn)
316. Harrison Drug Store
908 Dickerson Ave.
(T. N. Harrison & L. S. Harrison)
838. Hollowell's Drug Store
922 Dickinson Ave. (W. C. Hollowell)
318. Warren's Drug Store
408 Evans St. (B. S. Warren, Jr.)
- GRIFTON—Pitt County
319. Grifton Pharmacy
(J. Nemargut)
401. H & H Drug Co.
(Joe House, Jr.)
- GUILFORD COLLEGE—Guilford County
1430. Guilford College Drug Company
Friendly Road (W. C. Hoffman)
- HALIFAX—Halifax County
321. Vinson's Pharmacy
Main St. (E. L. Vinson)
- HAMLET—Richmond County
322. Birmingham Drug Co.
27 Main St. (J. S. Birmingham)
820. Campbell Pharmacy
23 Hamlet Ave. (F. E. Campbell)
- HAVELOCK—Craven County
1355. Chery Point Pharmacy
Roosevelt Blvd. (Christine Tunstall)
1288. Clark's Drug Store of Havelock, N. C.
Inc.
Slocum Village Shopping Center
(W. O. Britt)
- HAW RIVER—Alamance County
1330. Estes Drug Co.
(J. C. Estes, Jr.)
- HAYESVILLE—Clay County
327. Hayesville Pharmacy*
(L. R. Staton, M.D.)

HAZELWOOD—Haywood County

1015. Hazelwood Pharmacy
Main and Church Sts. (R. F. Keenum)

HENDERSON—Vance County

329. Douglas Drug Store
120 Horner St. (J. D. Douglas)
929. Henderson Drug Co.
101 S. Garnett St. (J. P. B. Connell)
1213. Hocutt Drugs
315 S. Garnett St. (D. D. Hocutt)

331. Miles Pharmacy
S. Garnett St. (M. C. Miles)
332. Page Drug Co., Inc.
226 S. Garnett St. (C. E. Page, Jr.)

333. Parker's Drug Store
208 Garnett St. (W. W. Parker, Jr.)

334. Peoples Service Drug Store
112 Garnett St. (J. G. Tolson, Jr.)

335. Southside Drug Company
1046 S. William St. (C. B. White)

336. White's Drug Store
229 Garnett St. (J. J. White)

337. Woolard's
134 S. Garnett St. (O. A. Matthews)

1365. Woodlard's No. 2
Raleigh Road (Jimmie Barnett)

HENDERSONVILLE—Henderson County

1033. Beck Bros. Pharmacy
231 N. Main St. (A. L. Beck, Jr.)
836. Economy Drug Store
Main at Fifth (R. C. Wilson)
339. Freeze Drug Company, Inc.
527 N. Main St. (Wiltshire Griffith)

340. Jackson Pharmacy
4th Ave. W. and Church St.
(E. L. Feagin)

1010. Justus Pharmacy
303 N. Main St. (C. C. Oates, Jr.)

1309. Margaret R. Pardee Memorial
Hospital Pharmacy
Fleming Street (Abner Jones Curtis)

342. Rose Pharmacy
351 North Main St. (W. L. Harper)

1366. Whitley Drug's
417 7th Ave., East (J. R. Whitley)

343. Wilson Drug Company
417 7th Ave., E. (Paul Owenby)

HICKORY—Catawba County

1022. Black's Drug Store, Inc.
264 Union Square (G. A. Page)
344. Hickory Drug Co., Inc.
202 Union Square (R. H. Sloop)

345. Highland Drug Store
813 Highland Ave., N.E. (C. A. Brady)

347. Lutz Drug Co., Inc.
270 Union Square
(H. C. Lutz)

1284. Medical Center Pharmacy
5 Second Avenue (M. R. Means)

349. Ninth Avenue Pharmacy
15 2nd St. Place, S.W.
(C. P. Suttlemyre)

350. Shook Drug Co.
1809 1st Ave. S.W. (Eulon Shook)

1426. Viewmont Pharmacy
1247-2nd St., N.E.
(J. S. O'Daniel, Sr.)

HIGHLANDS—Macon County

351. Highland's Drug Store
4th St. (C. E. Mitchell)

HIGH POINT—Guilford County

352. Anderson's West End Drug Store
1550 English St. (E. R. Anderson, Jr.)

353. Arthur's Pharmacy
1248 S. Main St. (A. E. Joiner)

853. Cecil's Drug Store
121 N. Main St. (Irving Tilles)

357. Eckerd Drugs, Inc.
140 S. Main St. (J. N. Stamps)

931. Greene Drug Company, Inc.
610 N. Main St. (W. C. Cherry)

1293. Harris Drug Store, Inc.
1231 Montlieu Avenue (W. B. Harris)

358. Hoffman Drug Co.
1001 E. Green St. (J. F. Hoffman, Jr.)

359. Ingram's Pharmacy
1301 N. Main St. (L. M. Ingram)

361. Koonts-McGhee Drug Co. Inc.
308 S. Main (A. A. Koonts)

362. Leonard's Drug Store
1401 N. Main St. (H. B. Leonard, Jr.)

365. McLarty Drug Co.
521 N. Main St. (J. L. Cobb)

363. Mann Drug Store No. 1
104 N. Main St. (J. C. Southern)

364. Mann Drug Co. No. 2
660 N. Main St. (L. H. Carter)
1409. Mann Drug Store No. 3
842 S. Main St. (J. Henry Dowdy)
355. C. A. Ring & Sons
1561 English St. (C. A. Ring)
366. Ring-Harris Pharmacy, Inc.
122 N. Main St. (J. R. Teague)
368. Washington St. Pharmacy
731 E. Washington St. (H. H. LeMon)
- HILDEBRAN**—Burke County
1210. Brandon's Pharmacy
Highway 70 (L. R. Brandon)
- HILLSBORO**—Orange County
920. Corner Drug Store
(B. B. Forrest)
369. James Pharmacy
109 N. Churton St. (C. J. James)
- HOPE MILLS**—Cumberland County
859. Clinic Pharmacy (J. T. Henley)
- HOT SPRINGS**—Madison County
845. Mountain Park Pharmacy
(T. M. Bruce)
- HUNTERSVILLE**—Mecklenburg County
1382. Neil Drug Co.
(J. W. Neil)
- JACKSON**—Northampton County
373. Jackson Drug Co.
(A. L. Cochrane, Jr.)
- JACKSONVILLE**—Onslow County
1391. Howard Drug Co., Inc.
New Bridge St. (P. H. McKenzie)
374. Johnson's Drug Co., Inc.
(C. L. Shields)
375. Ketchum Drug Co., Inc.
(C. O. Winter)
1221. New River Pharmacy
New River Apts. Business Center
(A. P. Rachide)
- JAMESTOWN**—Guilford County
1098. Jamestown Drug Store
(J. E. Tilley)
- KANNAPOLIS**—Cabarrus County
377. Black's Drug Store No. 1
1105 S. Main St. (E. H. Williford)
378. Black's Drug Store No. 2
Cannon Blvd. (B. B. Black)
379. Black's Drug Store No. 3
110 West Ave. (Wm. Bradley)
1255. Black's Drug Store No. 4, Inc.
119 West Ave. (L. D. Cain)
381. Kannapolis Drug Co., Inc.
128 S. Main St. (Leon Smith)
1060. Lewis Drug Co., Inc.
149 West Ave. (W. C. Lewis)
382. Mann's Cut Rate Drug Store
119 S. Main St. (A. B. Hendrick)
1027. Martin Drug Company
1111 N. Main St. (J. D. Mitchell)
384. F. L. Smith Drug Co., Inc.
148 S. Main St. (J. B. Woodard)
- KENANSVILLE**—Duplin County
1262. Kenansville Drug Store
Main St. (J. E. Hatcher)
- KENLY**—Johnston County
387. Kenly Drug Co.
Main St. (C. E. Gillikin)
941. Talton Drug Co.
(H. P. Cogdell)
- KERNERSVILLE**—Forsyth County
389. Pinnix Drug Store
(J. M. Pinnix)
1378. Tri-City Pharmacy
108 S. Main St. (C. S. Brinkley)
- KING**—Stokes County
1227. King Drug Co.
(J. B. Sprinkle)
- KINGS MOUNTAIN**—Cleveland County
391. Griffin Drug Co.
127 Mountain St. (E. W. Griffin, Jr.)
392. Kings Mountain Drug Company
Battleground Rd. (C. D. Blanton)
1357. Stroupe Drug Co., Inc.
Battleground Road (L. S. Stroupe)
- KINSTON**—Lenoir County
1317. Bissett Walgreen Drugs
Queen St. (Don Bissett)
394. College Street Pharmacy
1009 College St. (E. L. Bradshaw)
961. Hogan's Pharmacy
815 N. Queen St. (A. L. Hogan)

397. J. E. Hood and Co., Inc.
110 E. Gordon St. (J. C. Hood)
1418. Hood's Prescription Shop
405 Glenwood Ave. (J. C. Hood, Jr.)
1222. Kinston Clinic Pharmacy
400 Glenwood Ave. (W. P. Johnson)
1095. Lenoir Drug Co.
129 S. Queen St. (E. C. Buchanan)
1307. Marston Drug Co., Inc.
132 N. Queen St. (D. B. Browning)
1290. Parkview Drug Co.
Parkview (T. W. Mitchell)
937. Sewell's Pharmacy
121 E. Gordon St. (G. L. Sewell)
398. Standard Drug Co. No. 1
216 N. Queen St. (Robert Cohen)
399. Standard Drug Co. No. 2
Cor. Queen & Caswell Sts.
(Martha Smith Hobbs)
1179. Standard Drug Co. No. 3
135 W. North St. (Alden Hobbs)
400. Temple Drug Co.
304 N. Queen St. (R. W. Smith, Jr.)
- KNIGHTDALE**—Wake County
402. Knightdale Pharmacy*
(R. R. Weathers, M.D.)
- LA GRANGE**—Lenoir County
403. Adams Drug Co.
(K. E. Moore)
1265. La Grange Pharmacy
Caswell St. (R. L. Dewar)
- LAKE WACCAMAW**—Columbus County
404. Lake Drug Store*
(A. M. Johnstone, M.D.)
- LANDIS**—Rowan County
405. Linn-Edwards Drug Co., Inc.
(T. L. Linn)
- LAURINBURG**—Scotland County
406. Everington Drug Store
110 S. Main St. (W. N. Robertson)
407. J. T. Fields, Jr.
302 Main St. (J. T. Fields, Jr.)
823. Legion Drug Store
301 Main St. (A. F. Cole, Jr.)
410. Scotland Drug Co., Inc.
Main St. (L. J. Lea)
- LAWNDALE**—Cleveland County
1442. Lawndale Drug, Inc.
Main & Casar Rd. (C. E. Jolley)
- LEAKSVILLE**—Rockingham County
411. Carolina Drug Co.
101 W. Washington St.
(N. H. McCollum, Jr.)
412. Chandler Drug Co.
Washington St. (E. O. Chandler)
413. Chandler Drug Co. No. 2
Blvd. St. (S. L. Martin, Jr.)
1183. Kirkpatrick Drug Co.
117 Monroe St.
(T. M. Kirkpatrick, Jr.)
- LEICESTER**—Buncombe County
1388. Young's Drug Store
(T. F. Young)
- LENOIR**—Caldwell County
1368. Ballew Arcade Pharmacy
115 S. Main St. (N. W. Sherwood)
415. Blackwelder Hospital Pharmacy
209 S. Boundary St. (C. O. Huntley)
416. Dayvault's Drug Store
133 West Ave. (F. W. Dayvault)
1379. Dula Hospital Pharmacy
Cor. Boundary and W. Ashe
(J. T. Penland)
417. Lenoir Drug Co.
(E. H. Tate)
418. McNairy's Drug Store
111 West Ave. (H. M. Deal)
- LEXINGTON**—Davidson County
419. City Drug Co., Inc.
E. First Ave. (U. F. Crissman)
958. Community Drug Store
114 N. Main St. (G. S. White)
421. Lexington Drug Co.
16 S. Main St. (W. F. Welborn)
1037. Mann's Drug Store
114 S. Main St. (J. F. Harmon, Jr.)
422. Peoples Drug Store, Inc.
23 S. Main St. (W. A. Huntley)
- LIBERTY**—Randolph County
1380. Deaton Pharmacy
Swannanoa at Graham Sts.
(C. E. Deaton)

424. Liberty Drug Co.
117 Swannanoa (H. E. Lovett)
- LILLINGTON—Harnett County
426. Kelly's Drug Store
(G. C. Kelly)
918. LaFayette Drug Co.
(W. L. Lloyd)
- LINCOLNTON—Lincoln County
1203. Crowell Hospital Pharmacy
410 S. Aspen St. (Peggy Simmons)
427. The Economy Drug Co.
Main St. (Jimmie Bowers)
1050. Lawing-Keziah Drug Co., Inc.
Main St. (C. W. Young)
429. Lincoln Cut Rate Drugs, Inc.
Main St. (E. E. Adams)
- LITTLETON—Halifax County
430. Browning's Drug Store
S. Main St. (B. H. Browning)
431. Threewitts' Drug Store
(C. A. Johnston)
- LOUISBURG—Franklin County
432. Boddie Drug Store
Cor. Nash and Main Sts.
(F. D. Culpepper)
434. O'Neal Drug Co.
N. Main St. (W. A. Andrews, Sr.)
1356. Pleasant's Drug Store
104 E. Nash St. (T. P. Lloyd)
435. Scoggin Drug Store
Cor. Main and Nash Sts.
(L. E. Scoggin)
- LOWELL—Gaston County
436. Lowell Drug Co., Inc.
(J. E. Waldrop)
- LUCAMA—Wilson County
437. Cash Drug Store*
Main St. (B. H. Hackney, M.D.)
- LUMBERTON—Roberson County
438. Hedgpeth Pharmacy, Inc.
4th and Chestnut Sts. (J. C. Jackson)
440. Johnson's Drug Store
4th and Elm Sts.
(Harriett A. Robinson)
1329. Lumberton Drug Co., Inc.
Elm St. (Herbert McKeithan)
439. McMillan's Drug Store
313 Elm St. (J. M. Rancke)
1292. Medical Arts Pharmacy
14th & Chestnut (E. N. Hoffman)
1372. Pine Street Drugs, Inc.
1810 N. Pine St. (J. E. Turlington)
- MACCLESFIELD—Edgecombe County
444. Martin Drug Co.
(J. W. Martin)
- MADISON—Rockingham County
446. Brown-McFalls Drug Co., Inc.
106 Murphy St. (C. D. McFalls)
445. Madison Drug Co., Inc.
Cor. Market and Murphy Sts.
(C. I. Hawkins)
- MAIDEN—Catawba County
447. Campbell's Drug Store
Main St. (C. C. Campbell)
- MANTEO—Dare County
975. Fearings, Inc.
(M. K. Fearing, Jr.)
- MARION—McDowell County
451. Evans Rexall Drugs
12 S. Main St. (J. E. Evans)
452. Streetman Drug Co.
31 Main St.
(Kermit Wells)
453. Tainter's
Main and Henderson Sts.
(Dean Tainter)
- MARSHALL—Madison County
454. Moore's Pharmacy
(P. H. Dinwiddie)
455. Roberts Pharmacy
Main St. (H. E. Roberts)
- MARS HILL—Madison County
1289. Community Medical Center Pharmacy
1 Chestnut Street (J. C. McGee, Jr.)
456. Mars Hill Pharmacy
(L. W. Aiken)
- MARSHVILLE—Union County
457. Guion's Drug Store
Main and Elm Sts. (H. N. Guion)
458. McBride's Drug Store
Main St. (T. L. McBride)

459. Union Drug Store
(Phil Gaddy)

MAXTON—Robeson County

461. Austin-Gilbert Drug Co.
(L. M. Gilbert, Jr.)

980. Rice's Drug Store
(L. D. Rice)

MEBANE—Alamance County

463. Carolina Drug Company
111-115 E. Center St. (J. S. White)

464. Mebane Drug Co.
111 N. Fourth St. (D. F. White)

465. Warren's Drug Store
114 W. Clay St. (C. S. Oakley)

MICRO—Johnston County

466. Hinnant Drug Co.*
(D. M. Hinnant, M.D.)

MIDWAY PARK—Onslow County

888. Ketchum Drug Co., Inc.
Shopping Center (H. R. Simmons)

MOCKSVILLE—Davie County

468. Hall Drug Co.
N. Main St. (R. B. Hall)

469. Wilkins Drug Co., Inc.
Court Square (R. W. Collette)

MONROE—Union County

470. Gamble Drug Store
317 N. Main St.
(J. P. and C. F. Gamble)

471. Jones Drug Co., Inc.
218 N. Main St. (Dolan Jones)

472. Secrest Drug Company, Inc.
101 W. Franklin St.
(V. V. Secrest, Jr.)

473. Wilson Drug Co., Inc.
118 N. Main St. (C. A. Wilson)

MOORESVILLE—Iredell County

1162. Geo. C. Goodman Co.
1 N. Main (L. W. London)

1206. Medical Centre Pharmacy
Statesville Ave. (J. T. Gardner)

476. Miller Drug Co., Inc.
152 N. Main St. (S. H. Price)

857. Mooresville Drug Company
287 N. Main St. (C. M. Crowell, Jr.)

MOREHEAD CITY—Carteret County

1316. Carteret Drug Store
1207 Arendell St. (D. S. Pigott)

1318. Goodwin's Pharmacy
1107 Arendell St. (M. N. Goodwin)

478. Morehead City Drug Co.
813 Arendell St.
(C. R. Robinson)

MORGANTON—Burke County

1403. Community Pharmacy, Inc.
401 S. King St. (G. B. Propst)

480. Cornwell Drug Company
Union St. (W. D. Allen)

841. Kibler Drug Co., Inc.
115 W. Union St.
(R. E. Kibler)

482. Phillips Drug Co.
120 N. Sterling St. (W. P. Phillips)

483. Spake Pharmacy
100 Sterling St. (Z. L. Finger)

1041. Whiteley's Pharmacy
136 Union St. (I. C. Whiteley)

MORVEN—Anson County

484. Morven Drug Co., Inc.
Main St. (L. L. Williams)

996. Walters' Drug Company
Main St. (J. E. Walters)

MOUNT AIRY—Surry County

485. Hollingsworth Drug Co.
243 N. Main St. (A. B. Macon)

1266. Hollingsworth Pharmacy
South and Pine Sts. (J. H. Baker)

487. Lamm Drug Co.
175 N. Main St. (L. M. Lamm)

488. Turnmyre's Drug Store
31 S. Main St. (W. A. Johnson)

489. W. S. Wolfe Drug Co.
55 S. Main St. (W. S. Wolfe)

MOUNT GILEAD—Montgomery County

490. Cochran-Ridenhour Drug Co.
Main St. (D. G. Ridenhour)

MOUNT HOLLY—Gaston County

984. Charlie's Drug Sundries, Inc.
100 South Main St.
(R. F. Ponder)

491. Holland Drug Co.
101 N. Main St. (W. F. Holland)
492. Summey Drug Co., Inc.
107 S. Main St. (P. B. Summey)
- MOUNT OLIVE**—Wayne County
1075. Clinic Drug Co.
210 N. Center St. (S. B. Boyd)
493. Glenn & Martin Drug Co.
101 S. Center St. (J. S. Glenn)
494. Lewis Drug Co.
Center St. (W. K. Lewis)
- MOUNT PLEASANT**—Cabarrus County
495. A. W. Moose Co.
(H. A. Moose)
- MURFREESBORO**—Hertford County
496. Nicholson Pharmacy, Inc.
(P. R. Jenkins)
- MURPHY**—Cherokee County
497. The Mauney Drug Co.
100 N. Valley River Ave.
(W. M. Mauney)
498. Parker's Drug Store
100 S. Valley River Ave.
(R. S. Parker)
- NASHVILLE**—Nash County
499. Nashville Drug Co.
Cor. Washington and Boddie Sts.
(A. R. Johnson)
1296. Ward Drug Co.
320 W. Washington St.
(R. A. Paramore)
- NEW BERN**—Craven County
501. Joe Anderson's Drug Store
901 Broad St. (Joe Anderson)
1326. Boger-Ball Drug Store
1515 National Ave. (R. A. Boger)
502. Bynum's Drug Store
240 Middle St. (C. W. Bynum)
872. City Drug Store
202 Middle St. (M. B. Langston, Jr.)
503. Clark's Drug Store of
New Bern, N. C., Inc.
Broad and Middle Sts.
(W. H. Stanton)
505. Hill's Five Points Drug Store
1006 Broad St. (G. L. Hill, Sr.)
506. Pinnix Drug Store
Hancock & Queen Sts.
(W. M. Pinnix)
507. Tony's Drug Store
1114 Queen St. (T. A. Libbus)
- NEWTON**—Catawba County
833. City Pharmacy
College and A Sts. (E. B. Clapp)
510. H. & W. Drug Co.
12 First St. (Edward Haupt)
- NEWTON GROVE**—Sampson County
1234. Newton Grove Drug Co.
(A. S. Parrish)
- NORLINA**—Warren County
512. Walker Drug Co., Inc.
Main St. (H. W. Walker)
- NORTH WILKESBORO**—Wilkes County
514. R. M. Brame & Sons
833 B St. (P. A. Brame)
515. Horton's Drug Store
B St. (J. P. Horton)
516. North Wilkesboro Drug Company
820 B St. (Billie J. Stringfield)
517. Red Cross Pharmacy
224 Tenth St. (R. M. Brame, Jr.)
1395. Wilkes Drug Co.
B and 9th Sts. (O. H. Lyon)
- NORWOOD**—Stanly Co.
519. Norwood Drug Co.
Main St. (A. D. McNeill)
- OAKBORO**—Stanley County
1421. Tollison's Pharmacy
Main St. (R. B. Tollison)
- OLD FORT**—McDowell County
522. Old Fort Drug Co.
Main St. (W. R. Griffin)
- OTEEEN**—Buncombe County
1086. Oteen Drug Store
U. S. Hwy. No. 70 (W. P. Lamore)
- OXFORD**—Granville County
523. Hall's Drug Store
125 Main St. (J. P. Hall)
524. Herring & Williams
111 Williamsboro St. (E. S. Powell)

1377. Jones Drug Store
Hillsboro St. (C. F. Jones, Jr.)
525. Lyon Drug Co.
112 College St. (D. P. Robinson)
526. Williams Drug Co.
101 College St. (L. R. Creech)
- PARKTON—Robeson County
527. Gram Drug Co.*
(D. S. Currie, M.D.)
- PEMBROKE—Robeson County
926. Rogers Drug Store
(W. L. Rogers)
- PIKEVILLE—Wayne County
1133. Pikeville Drug Store
Railroad and Main Sts.
(A. M. Hicks)
- PILOT MOUNTAIN—Surry County
530. Smith Drug Store
Main St. (O. W. Smith)
1394. Surry Drug Company
124 W. Main St. (J. D. Stone)
- PINEHURST—Moore County
532. Carolina Pharmacy, Inc.
(W. R. Viall, Jr.)
- PINE LEVEL—Johnston County
533. Godwin Drug Company
(C. F. Godwin)
- PINETOPS—Edgecombe County
1190. Service Drug Store
Main St. (J. S. Williford)
- PINEVILLE—Mecklenburg County
534. Pineville Drug Co.
Main St. (R. C. Hair)
- PINK HILL—Lenoir County
1124. Brewer Drug Co.
(Marsha Brewer)
- PITTSBORO—Chatham County
536. McCrimmon Drug Company
(D. G. McCrimmon)
- PLEASANT GARDEN—Guilford County
1299. Pleasant Garden Drug Store
(W. H. Barton)
- PLYMOUTH—Washington County
538. E. G. Arps
Water St. (E. G. Arps)
539. Womble Drug Co.
2 Water St. (L. N. Womble)
- POLLOCKSVILLE—Jones County
950. Creagh's Drug & Soda Shop*
(A. F. Hammond, Sr., M.D.)
- PRINCETON—Johnston County
541. Woodard Drug Store
(B. P. Woodard)
- RAEFORD—Hoke County
542. Hoke Drug Co.
Main St. (W. P. Baker)
927. Howell Drug Company
Main St. (W. L. Howell, Jr.)
- RALEIGH—Wake County
572. Arnold Rexall Drugs
3025 Hillsboro St. (B. D. Arnold)
545. Brantley & Sons, Inc.
508 Hillsboro St. (J. C. Brantley, Jr.)
546. Central Drug Store
317 S. Swain St. (R. E. Wimberley)
547. City Drug Store
135 E. Martin St. (W. L. Johnson)
549. College Court Pharmacy
1900 Hillsboro St. (P. Fullenwider)
550. Community Drug Store
600 S. Blount St. (J. T. Hamlin)
1400. Cromley's Drug Store
408 Fayetteville St.
(R. I. Cromley)
1171. Cromley's Pharmacy
1902 Bernard St. (O. A. Elmore)
561. Dodd Drug Co.
311 S. Wilmington St. (C. N. Dodd)
552. Eckerd Drugs, Inc.
222 Fayetteville St. (J. I. Matthews)
557. Hamlin's Drug Co., Inc.
118 E. Hargett St.
(J. D. Ramos)
563. Hayes-Barton Pharmacy
2000 Fairview Rd. (W. L. Scarboro)
1012. Johnson's Pharmacy
2519 Fairview Rd. (T. H. Johnson)
1412. Jordan's Five Point Pharmacy
1620 Glenwood Avenue (D. L. Jordan)

1338. Kerr Drugs, Inc.
2017 Cameron St. (B. D. Kerr)

1336. Longview Pharmacy
2008 New Bern Ave.
(L. H. Crumpler)

551. Melvin's Pharmacy
1217 Hillsboro St. (J. B. Vinson)

1306. Melvin's Pharmacy
2905 Essex Circle-Glenwood Village
(G. H. Britt)

1003. Person St. Pharmacy
620 N. Person St. (N. T. Taylor)

564. Pine Drug Company
600 W. South St. (W. R. Johnson)

1393. Professional Pharmacy
123 W. Hargett St. (Rupert Cox)

566. Rex Hospital Pharmacy
1311 St. Mary's St. (H. G. Price)

568. Saunders Street Pharmacy
315 Glenwood Ave. (Reginald Hamlet)

1117. Village Pharmacy
447 Daniels St. (B. O. Lockhart)

570. Walgreen Co.
200 Fayetteville St. (John Bius)

571. Walton's Pharmacy, Inc.
100 W. Jones St. (R. C. Walton)

RAMSEUR—Randolph County

573. Ramseur Pharmacy, Inc
(C. R. Whitehead)

RANDLEMAN—Randolph County

574. Economy Drug Co.
Main St. (H. Q. Ferguson)

1168. Randleman Drug Company
104 Main St. (A. F. Morris)

RED SPRINGS—Robeson County

577. Red Springs Drug Co.
Main St. (J. C. Graham)

578. Townsend's Pharmacy
111 Main St. (J. H. Townsend)

REIDSVILLE—Rockingham County

830. Carolina Apothecary
219 Gilmer St. (W. G. Dudley, Jr.)

1414. Dailey's Drug Store
218 Gilmer St. (W. E. Davis)

580. Link Bros. Pharmacy
118 S. Scales St. (F. P. Link)

581. Mann's Drug Store
Scales and Gilmer Sts.
(R. T. Britt)

RICHLANDS—Onslow County

1428. Hood's Drug Store
W. Hargett St. (India Hood)

RICH SQUARE—Northampton County

583. Bolton's Drug Co.
(R. B. Bolton)

ROANOKE RAPIDS—Halifax County

584. Griffin Drug Co., Inc.
1008 Roanoke Ave. (Octavus Griffin)

1441. Roanoke Pharmacy Co., Inc.
199 Roanoke Ave. (W. P. Taylor)

587. Rosemary Drug Co., Inc.
1017 Roanoke Ave. (A. N. Martin)

588. Savage's Drug Store
1018 Roanoke Ave. (M. C. Savage)

1361. Timberlake's Drug Store
215 Roanoke Ave. (Harry Timberlake)

ROBBINS—Moore County

589. Johnson-Puckett Drug Co.
(R. H. Johnson)

949. Tar Heel Drug Company
(W. M. Puckett)

ROBBINSVILLE—Graham County

590. Ingram's Drug Store*
(J. E. Parks, M.D.)

ROBERSONVILLE—Martin County

592. David Grimes Drug Co.
Main St. (G. D. Grimes)

ROCKINGHAM—Richmond County

593. Bristow Drug Co.
132 E. Washington St. (E. B. Bristow)

1011. Federal Pharmacy
118 S. Hancock St. (G. W. Honeycutt)

594. Fox Drug Company, Inc.
114 E. Washington St. (H. C. Stone)

ROCKWELL—Rowan County

595. Rockwell Drug Company
(M. R. Barnhardt)

ROCKY MOUNT—Nash County

596. Almand's Drug Store
130 S. Main St. (R. E. Heath)

597. Burnett Drug Company
140 E. Thomas St. (B. J. Burnett)
599. Douglas-Armstrong Drug Co.
201 N.E. Main St. (W. E. Armstrong)
600. H. L. Hicks Drug Co.
234 S. Main St. (W. S. Johnson)
602. Matthews Drug Store
334 S. Main St. (J. S. Pierce)

1298. May & Gorham, Inc.
132 Tarboro St. (L. W. Murphrey)

1048. Park View Hospital Pharmacy
404 Falls Rd. (J. J. Gerlinger)

604. I. W. Rose Drug Co.
112 N. Main St. (A. G. Howe)

971. Standard Pharmacy
124 Sunset Ave. (W. B. Tyson)

1220. The Sunset Pharmacy
Cor. W. Thomas & Bryant St.
(J. P. Burnett, Jr.)

606. Thompson Pharmacy
365 Falls Road (L. F. Parrish)

ROCKY POINT—Pender County

1333. Rocky Point Pharmacy
Railroad St. (J. F. Rhem)

ROLESVILLE—Wake County

1021. Alderman's Drug Store
(J. L. Alderman)

ROSEBORO—Sampson County

608. Davis Pharmacy
(McDonald Davis, Jr.)
609. Tart and West, Druggists
(W. L. West)

ROSE HILL—Duplin County

610. Fussell Drug Company
(T. E. Fussell)
1358. Sam's Drug Store
E. Church St. (S. M. Cavanaugh)

ROWLAND—Robeson County

611. Curtis Drug Co.
Main St. (R. H. Curtis)
1410. Drug Center
Main St. (C. D. Webster)

ROXBORO—Person County

613. Adair's Drug Store
Highway 501 North (W. H. Adair)

614. Hambrick, Austin & Thomas
109 Main St. (W. W. Allgood)

1348. Roxboro Drug Company
S. Main St. (Douglas McCormac)

616. Thomas & Oakley
Main St. (C. H. Oakley)

1381. Thomas Drugs
304 Reams Ave. (E. E. Thomas)

RURAL HALL—Forsyth County

1013. Warren's Drug Store
(B. G. Warren)

RUTHERFORDTON—Rutherford County

618. Rutherford Drug Co.
223 N. Main St. (B. P. Scruggs)

619. Sloan Drug Co.
205 N. Main St. (R. R. Sloan)

1367. Smith's Drug Store, Inc.
217 N. Main St. (A. R. Bridges)

SAINT PAULS—Robeson County

1175. Brisson Drugs
123 W. Broad St. (Edward Brisson)
681. St. Pauls Drug Company, Inc.
200 W. Broad St. (D. D. Sparkman)

SALISBURY—Rowan County

1339. Bailey Drug Co., Inc.
100 S. Main St. (J. R. Trotter)
1424. Doctors Building Drug Co.
828 W. Henderson St.
(J. L. Patterson)
988. Fulton St. Pharmacy
916 S. Fulton St. (J. W. Compton)
987. Innes Street Drug Company
Wallace Building
(E. R. Fuller)
624. Main Drug Co., Inc.
128 N. Main St. (L. B. Joiner)
1062. The Medical Center Pharmacy
Barker St. & Mocksville Ave.
(A. L. Moore)
626. Purcell Drug Co.
111 W. Innes St. (D. C. Purcell)
627. Purcell Drug Co. No. 2
101 N. Main St. (S. M. Purcell, Jr.)
1264. Rowan Memorial Hospital Pharmacy
612 Mocksville Ave. (O. J. Rodgers)
986. Salisbury Pharmacy, Inc.
126 W. Innes St. (J. W. Williamson)

SANFORD—Lee County

629. Acme Drug Co.
148 Steele St. (A. W. Palmer)
1169. Center Walgreen Agency Prescriptions
Jonesboro Heights (D. S. Overton)
630. John's Pharmacy
132 Carthage St. (J. A. Terrell)
376. Jonesboro's Lee Drug Store
114 E. Main St. (R. N. Watson)
632. Lee Drug Store
101. S. Steele St. (Joe Lazarus)
1311. Mann's Drug Store of Sanford, N. C.
137-139 Wicker St. (H. C. Greeson)

SARATOGA—Wilson County

634. Saratoga Drug Co.*
(C. S. Eagles, M.D.)

SCOTLAND NECK—Halifax County

635. Hall's Drug Store
108 S. Main St. (W. F. Farmer)
637. McDowell's
104 N. Main St. (N. O. McDowell)
636. North End Drug Store
130 N. Main St. (R. S. Shaw)

SEABOARD—Northampton County

903. Community Drug Store*
Main St. (J. W. Parker, M.D.)

SELMA—Johnston County

639. Selma Drug Co., Inc.
Anderson and Raeford Sts.
(W. H. Creech)
640. Woodard & Creech Drug Co., Inc.
Raeford and Waddell Sts.
(W. G. Creech)

SHALLOTTE—Brunswick County

641. Coastal Drug Store
(E. A. Smith)

SHELBY—Cleveland County

1193. Bolt Drug Co., Inc.
Lincoln and Lineberger Sts.
(F. D. Quinn)
643. Cleveland Drug Co.
10 S. Lafayette St. (H. T. Horseley)
1224. Cornwell Drug Co.
N. Lafayette St. (R. W. Kiger)
647. Shelby Drug Co., Inc.
312 S. Washington St. (R. R. Wells)

953. Smith's Drug Store
4 E. Warren St. (W. S. Gregory)
644. Suttle's Drug Store
7 N. Lafayette St. (C. M. Dennis)
646. Paul Webb & Son
109 N. Lafayette St.
(Paul Webb, Jr.)

SILER CITY—Chatham County

649. Siler City Drug Company
101 S. Chatham Ave. (F. G. Brooks)
650. Taylor Drug Store
102 E. Raleigh St. (C. L. Snypes)

SMITHFIELD—Johnston County

1151. Creech's Pharmacy
South 3rd St. (J. L. Creech)
1396. Fleming Pharmacy
202 Market St. (O. G. Fleming)
652. Hood Brothers, Inc.
Market and Third Sts. (W. D. Hood)
655. Upchurch Pharmacy
Third and Market Sts.
(M. T. Upchurch)

SOUTHERN PINES—Moore County

656. Broad Street Pharmacy
146 Broad St. (Joe Montesanti, Jr.)
657. Sandhill Drug Co.
Broad St. (T. R. Cole)
837. Southern Pines Pharmacy
Broad St. (Graham Culbreth)

SOUTHPORT—Brunswick County

659. Watson's Pharmacy Co.
Moore St. (R. M. Willis)

SPARTA—Alleghany County

1061. B & T Drug Company
(T. R. Burgiss)
1093. Halsey Drug Co.
(W. B. Halsey)

SPENCER—Rowan County

1275. Rowan Drug, Inc.
500 Salisbury Ave. (P. W. Miller)

SPINDALE—Rutherford County

1214. Morgan's Ethical Pharmacy
W. Main St. (J. V. Jenkins)
663. Spindale Drug Co.
101 W. Main St. (J. G. Davis)

SPRAY—Rockingham County

1238. Spray Drug Co.

Canal St. (O. W. Mills)

665. Tri-City Pharmacy

533 Morgan St. (Culas Roberson)

SPRING HOPE—Nash County

666. Southside Pharmacy

Pine St. (Augustus Neville, Jr.)

SPRUCE PINE—Mitchell County

667. Day's Drug Store

(H. V. Day)

668. Spruce Pine Pharmacy

(R. D. Banner)

STANLEY—Gaston County

1121. Stanley Drug Company

Main St. (G. S. Coble)

STANTONSBURG—Wilson County

669. Stantonsburg Drug Co.

Main St. (Kenneth Edwards)

STAR—Mortgomery County

670. Wallace Drug Store

(A. C. Wallace)

STATESVILLE—Iredell County

1204. Dinger's Drug Store

1321 W. Front St. (K. L. Dinger)

671. Fisher Drug Co.

436 Western Ave. (Lester Fisher)

673. Holmes Drug Co., Inc.

101 E. Broad St. (W. A. Sappenfield)

674. Logan Stimson & Son

215 S₄ Center St. (J. H. Stimson)

675. Purcell Drug Co., Inc.

111 E. Broad St. (G. R. Talbert)

1360. Statesville Drug Company, Inc.

101 S. Center (B. S. Goode)

STOKESDALE—Guilford County

1084. Smith's Drug Store

(J. G. Smith)

STONEVILLE—Rockingham County

678. Stoneville Drug Store*

(Dr. J. F. Fulp)

STOVALL—Granville County

679. Puckett Drug Co.

(U. S. Puckett)

SUMMERFIELD—Guilford County

1433. Summerfield Drug Store

(V. H. Richardson)

SWANNANOA—Buncombe County

682. Ward's Drug Store

Alexander St. (W. A. Ward)

SYLVA—Jackson County

683. Hooper Drug Store

Main St. (F. L. Hooper)

921. Professional Drug Store

Main St. (Bjorn Ahlin)

933. Sylva Pharmacy

Main St. (J. R. West)

TABOR CITY—Columbus County

917. Dameron Drug Store

Fifth St. (H. G. Dameron)

685. Harrelson's Pharmacy

R. R. Street (W. H. Harrelson)

TARBORO—Edgecombe County

1160. Edgecombe Drug Company, Inc.

332 Main St. (E. G. Campbell, Jr.)

691. Moore's Pharmacy

301 Main St. (M. A. Moore)

692. Tarboro Drug Company

421 Main St. (L. R. Bell)

834. Taylor's Pharmacy

110 W. Granville St. (H. R. Taylor)

1274. Thorne's Drug Co.

1510 N. Main St. (W. D. Bryan)

689. E. V. Zoeller & Co.

403 Main St. (E. H. Ward)

TAYLORSVILLE—Alexander County

693. The People's Drug Store

Main St. (R. B. Campbell)

1435. Town and Country Drugs

Main St. (R. B. Campbell, Jr.)

THOMASVILLE—Davidson County

694. Mann's of Thomasville, N. C., Inc.

2-4 E. Main St. (G. F. Murr)

695. Poole's Drug Store

26 W. Main St. (L. B. Poole)

1140. Thomasville Drug Company

20 Salem St. (H. E. Smith)

1211. Thomasville Prescription Service

52 Salem St. (P. L. Trotter)

TRENTON—Jones County

697. Trenton Drug Co.*
(Thomas Vassey, M.D.)

TROUTMAN—Iredell County

698. Troutman Drug Store
(J. C. Gabriel)

TROY—Montgomery County

699. Standard Drug Co.
Main St. (R. L. White)
1429. Troy Drug Co.
401 N. Main St. (J. R. Harrison)

TRYON—Polk County

701. Missildine's Pharmacy
(J. C. C. Foster)
702. Owen's Pharmacy
Trade St. (F. R. Owen)

VALDESE—Burke County

703. Peoples Drug Store
Connelly St. (P. J. Suttlemyre)
826. Rock Drug Store
225 W. Connelly St.
(L. R. Burris, Sr.)
1045. Valdese General Hospital Pharmacy
(J. H. Causey)

VARINA—Wake County

705. Thomas' Drug Store
Broad St. (W. G. Thomas, Sr.)

VASS—Moore County

1063. Vass Drug Store
Main St. (W. L. Cameron)

WADESBORO—Anson County

707. Fox & Lyon
1 W. Wade St. (T. D. Williams, Jr.)
708. Parsons Drug Co., Inc.
2 S. Green St. (G. E. Andes)

WAGRAM—Scotland County

709. Wagram Drug Store*
(E. C. Womble, M.D.)

WAKE FOREST—Wake County

911. Edwards Pharmacy
101 S. White St. (G. B. Edwards)
711. T. E. Holding & Co.
White St. (C. L. Jefferies)

WALLACE—Duplin County

951. Gowan Drug Co.
(S. W. Gowan)
712. C. M. Miller Drug Co., Inc.
(C. M. Miller)
713. Wallace Drug Company, Inc.
(Lloyd Whaley)

WALNUT COVE—Stokes County

1312. Ray's Drug Store
Main St. (R. G. Ham)

WALSTONBURG—Greene County

1087. Jenkins Drug Store
(Sam Jenkins)

WARRENTON—Warren County

716. Boyce Drug Company
Main St. (J. B. Boyce, Jr.)
717. Hunter Drug Co., Inc.
240 S. Main St. (W. R. White)

WARSAW—Duplin County

960. Clark's Drug Store
E. College St. (G. E. Clark)
718. Warsaw Drug Co.
E. Railroad St. (B. C. Sheffield, Jr.)

WASHINGTON—Beaufort County

724. S. B. Etheridge Drug Store
169 W. Main St. (S. B. Etheridge)
720. S. H. Reid, Prescription Druggist
123 Market St. (S. H. Reid)
721. Tayloe Drug Company
239 W. Main St. (J. P. Tunstall)
722. Welch's Drug Store
100 W. Main St. (W. D. Welch, Jr.)

WAYNESVILLE—Haywood County

844. Curtis Drug Store
201 Main St. (T. E. Curtis)
1229. Dan's Drugs, Inc.
307 Main St. (S. A. Dantzler)
1153. Smith's Drugs, Inc.
226 Main St. (H. V. Morris)

WEAVERVILLE—Buncombe County

1270. Weaverville Drug Co.
Main St. (C. E. Ingle)

WELDON—Halifax County

728. Selden's Pharmacy
123 Washington Ave. (J. S. Selden)

729. Terminal Drug Store
19 W. First St. (D. B. Cooke)
1167. Weldon Drug Co.
112 Washington Ave.
(J. K. Turner, Jr.)
- WENDELL—Wake County
1438. Nowell's Drug Store
Cor. Main & 3rd Sts. (J. F. Simpson)
731. Wendell Drug Company
Main and Third Sts. (P. C. Brantley)
- WEST END—Moore County
1277. Youngblood's Drug Store
(Frances Youngblood)
- WEST JEFFERSON—Ashe County
741. Graybeal's Drug Store
Jefferson Ave. (D. M. Shepherd)
1103. Roberts' Drug Store
Jefferson Ave. (B. N. Austin)
- WHITAKERS—Edecombe County
742. Burnett's Drug Store
Main St. (J. P. Burnett)
- WHITEVILLE—Columbus County
743. Columbus Drug Store
629 S. Madison St. (G. G. Oliver)
745. Guiton's Drug Store
801 Madison St. (G. D. Hege)
746. J. A. McNeill & Sons
612 S. Madison St. (J. A. McNeill)
901. Simmons Drug Co., Inc.
Court House Square (T. Q. Owens)
1208. Simmons Drug Co., Inc.
104 E. Main St. (N. R. Gross)
- WILKESBORO—Wilkes County
1136. The Peoples Drug Store of
Wilkesboro, Inc.
Main St. (J. P. Horton, Jr.)
- WILLIAMSTON—Martin County
750. Warren H. Biggs Pharmacy
107 W. Main St. (W. H. Biggs)
748. Clark's Pharmacy, Inc.
142 W. Main St. (C. B. Clark, Jr.)
749. Davis Pharmacy
150 Main St. (D. R. Davis)
1135. Martin General Hospital Pharmacy
Liberty St. (W. A. Williams)
- WILMINGTON—New Hanover County
963. Center Drug Co., Inc.
1706 Dawson St. (H. W. Greene)
1268. Coley's Pharmacy
615 Greenfield St. (J. V. Thompson)
753. Futrelle's Pharmacy
129 Princess St. (Luther White)
754. Green's Drug Store
109 Market St. (C. F. Green)
1199. Hall's Drug Store
421 Castle St. (J. M. Hall, Jr.)
1149. Henriksen's Pharmacy
4713 Oleander Drive
(H. E. Henriksen)
904. James Walker Memorial Hospital
Pharmacy
10th and Rankin Sts. (J. C. Wright)
1219. Jarman's Pharmacy
16th and Market Sts. (Luther Bunch)
751. Lane's Brooklyn Pharmacy
902 N. 4th St. (J. C. Edwards)
759. Lane's Lake Forest Pharmacy
Lake Forest Community Bldg.
(A. M. Dean)
760. Lane's Market Street Pharmacy
1608 Market St. (R. E. Carter, Jr.)
1401. Morton's Service Drug Store
802 Market St. (W. A. Morton)
1332. Professional Pharmacy
Cor. 10th & Grace Sts. (H. B. Sauls)
762. Saunders Drug Store
116 N. Front St. (A. D. Walker)
878. Seashore Drugs
2603 S. Front St. (G. O. Tripp)
851. Shew's Drug Store
105 S. 46th St. (H. T. Bishop)
764. Southside Drug Co.
101 Castle St. (E. S. Benson)
842. Standard Pharmacy
203 N. Front St. (L. A. Odom)
766. Toms Drug Co.
Front and Market Sts. (E. R. Toms)
1349. Turner's Drug Store
Bryants N. 17 (G. W. Turner)
1252. Walgreen Co.
226 N. Front St.
(V. J. Lindenschmidt)

WILSON—Wilson County

768. Bisette's Drug Store No. 1
114 E. Nash St. (Paul Bisette, Jr.)
769. Bisette's Drug Store No. 3
132 S. Goldsboro St. (W. Y. Whitley)
1237. Fairview Pharmacy
Fairview Ave. (J. P. David)
770. Herring's Drug Store
211 E. Nash St. (N. B. Herring)
771. Morrison's Drug Store
121 N. Douglas St.
(B. P. Morrison)
773. Terminal Drug Store
408 E. Nash St. (T. J. Moore)
1259. Thomas Drug Store
303 W. Nash St. (H. G. Thomas)
774. Wilson Drug Co., Inc.
114 S. Tarboro St. (G. A. Eatman)
775. Yancey's Drug Store
563. E. Nash St. (D. C. Yancey)

WINDSOR—Bertie County

776. Pugh's Pharmacy
King St. (E. S. Pugh)
777. Windsor Pharmacy Company, Inc.
King St. (W. B. Gurley)

WINSTON-SALEM—Forsyth County

1052. Acadia Pharmacy
301 Acadia Ave. (H. F. Pulliam)
778. Aeme Drug Store
1427 E. Eleventh St. (I. B. Hall, Jr.)
1217. Andrews Pharmacy
1308 S. Hawthorne Rd.
(J. P. Andrews)
1272. Atlantic Pharmacy
301 N. Church St. (J. D. Quick, Jr.)
781. Bobbitt's College Pharmacy, Inc.
100 Lockland Ave. (E. J. Rabil)
783. Bobbitt's Pharmacy, Inc.
4th & Main Sts. (J. E. Brookshire)
1331. Carolina Drug Store, Inc.
424 W. 4th St. (R. H. Dunlap)
809. City Memorial Hospital Pharmacy
1 Hospital St. (Virginia Caudle)
1066. Cox Pharmacy
College Village (R. O. Cox)
1363. Crescent Drug Co.
524 N. Trade St. (D. A. Smith)

1067. Eckerd Drugs, Inc.
420 N. Trade St. (W. A. Simmons)
1387. Eckerd's of Winston-Salem, Inc.
240 S. Stratford Rd. (J. S. Holland)
1116. Economy Pharmacy
2500 N. Liberty St. (H. C. Mayberry)
1314. Flynn's Drug Store
111 E. Clemmons Road
(H. L. Flynn)
1408. Gordon Manor Pharmacy
4001 W. 1st St. (R. A. Russell)
989. Hawthorne Pharmacy, Inc.
103 S. Hawthorne Rd. (H. S. Fox)
939. Hutchins' Cloverdale Pharmacy
Cloverdale at Miller (J. A. Hutchins)
1129. Kate Bitting Reynolds Hospital
Pharmacy
1101 E. 7th St. (C. M. Neely)
1364. Model Pharmacy
562 Patterson Ave. (T. R. Gatling)
788. Nissen Drug Co., Inc.
308 West 4th St. (C. B. McKenzie)
819. North Carolina Baptist Hospital
Pharmacy
S. Hawthorne Rd. (E. W. Rollins)
1397. Ogburntown Pharmacy
4218 N. Liberty Ext. (W. M. Howard)
789. E. W. O'Hanlon, Inc.
402 N. Liberty St. (M. V. Williams)
790. Patterson Drug Company, Inc.
112 W. 4th St. (L. M. Myers)
792. Read's Drug Co.
431 N. Liberty St. (H. H. Herndon)
793. Rufus Hairston's Drug Store
100 E. Church St. (R. S. Hairston)
795. Standard Drug Co., Inc.
504 N. Trade St. (K. W. Davis)
1273. Stonestreet Drug Co.
2230 N. Patterson Ave.
(D. H. Stonestreet)
1001. Summit Street Pharmacy, Inc.
454 West End Blvd. (W. A. Gilliam)
797. Swaney Drug Store No. 1
106 Old Lexington Rd. (M. B. Sloop)
801. Walgreen Co.
201 4th St. (L. E. Ferguson)
1197. Waughtown Drug Store
1201 Waughtown St. (R. F. Carswell)

802. Welfare's Drug Store
534 S. Main St. (S. E. Welfare)
804. The York Drug Company
441 N. Trade St. (W. P. Peek, Jr.)

WOODLAND—Northampton County

805. Parker-West Drug Co.*
(C. G. Parker, M.D.)

YADKINVILLE—Yadkin County

1231. Knight Drugs
(J. E. Knight)

1319. Yadkin Drug Store
Main St. (E. J. Mazzolini)

YANCEYVILLE—Caswell County

806. Yanceyville Drug Co.
(T. J. Ham, Jr.)

ZEBULON—Wake County

1285. Morgan Drugs
Arrendell Ave. (G. D. Morgan)
808. Zebulon Drug Company, Inc.
(E. C. Daniel)



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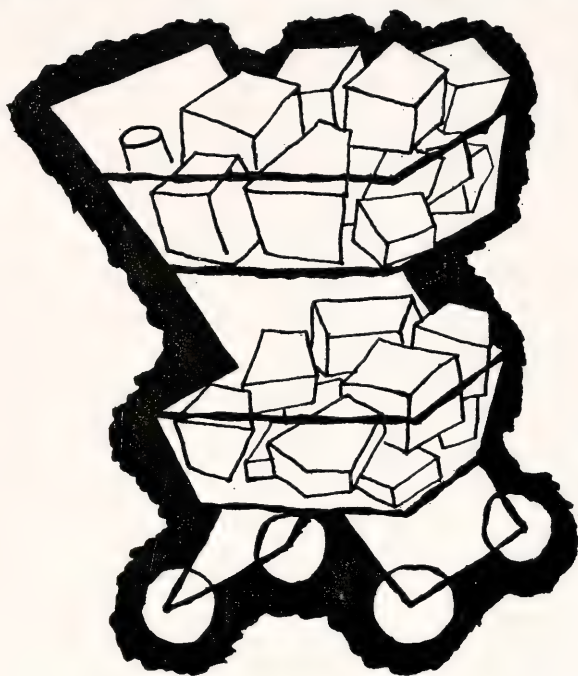
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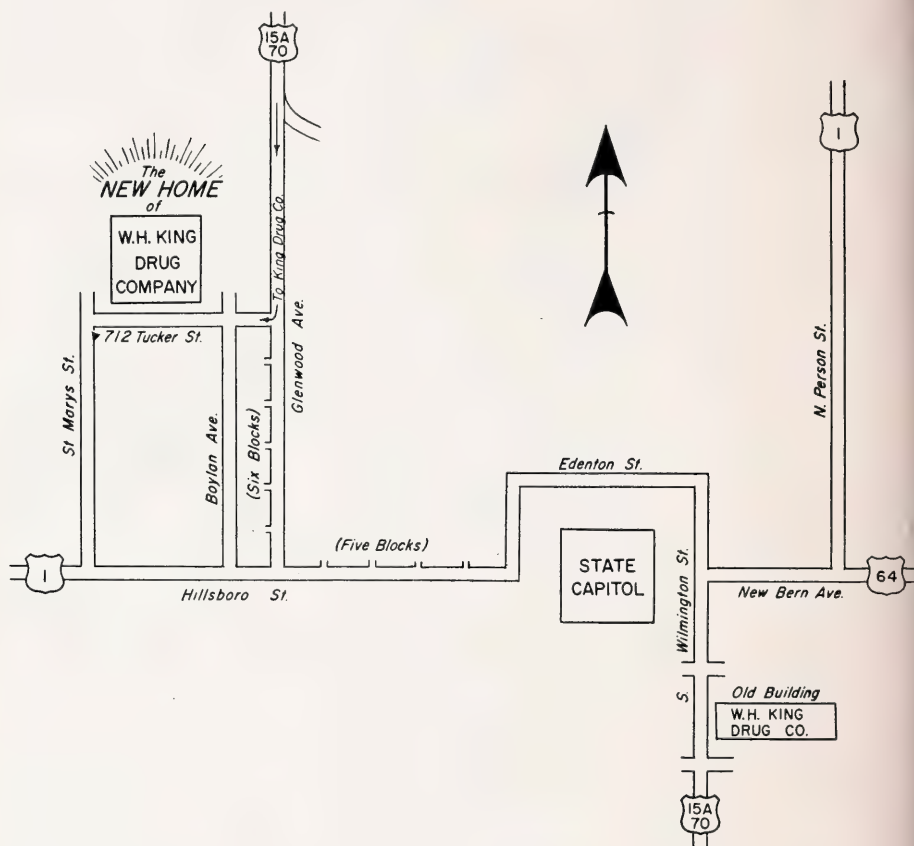
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The Carolina **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical

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DEC 15 1956

S. O.
SALCONY



GROWS PRIZE-WINNING MUMS—J. E. Walters, Walters Drug Company, Morven, shown with some giant-size chrysanthemums, which he raises as a hobby. Photo, The Anson Record.

C., 1956

XXXVII Number 12

IN THIS ISSUE

- N. C. Rental Survey
- Social Security Changes
- 75 Pharmacy Students Enrolled
- Wake Pharmacists Society Organized

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MI-CEBRIN

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Each potent Tablet 'Mi-Cebrin' contains 11 essential vitamins and 10 minerals. Just one Tablet 'Mi-Cebrin' a day prevents practically all vitamin-mineral deficiencies.

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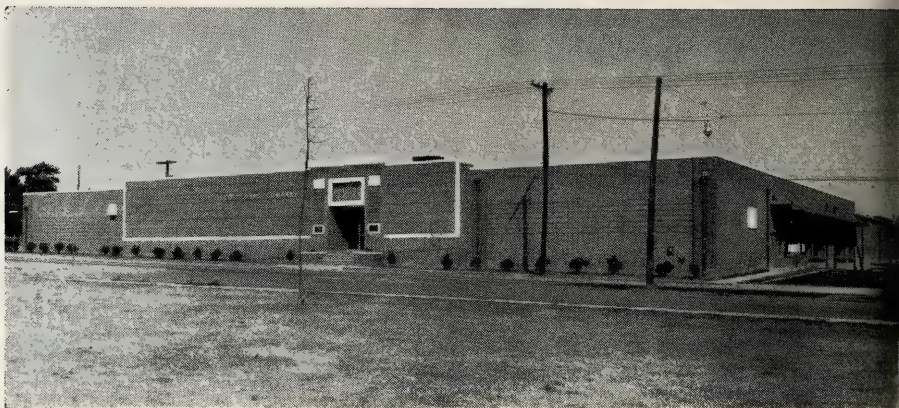
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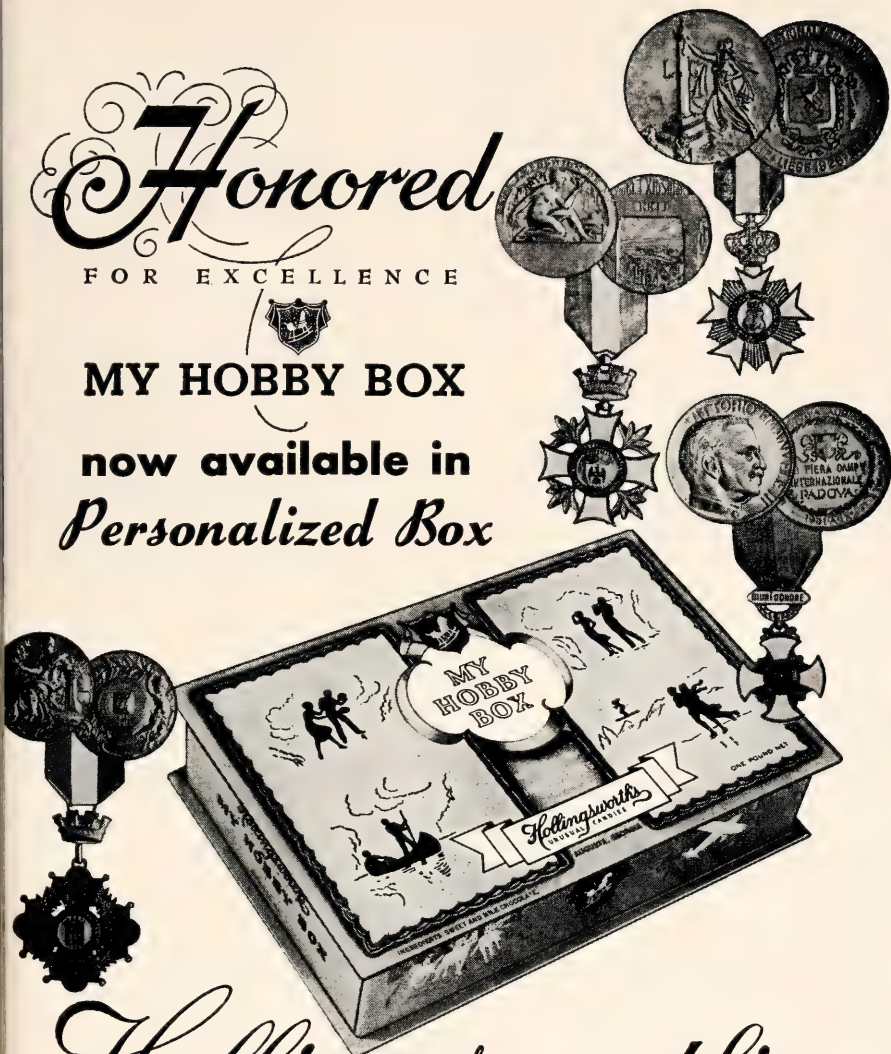
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the holiday season.*



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The Carolina JOURNAL OF PHARMACY

December, 1956

VOL. XXXVII No. 12

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We're Just a Number on a Bottle

In a recent study conducted to obtain a sampling of opinions and attitudes of the general public towards pharmacists and pharmacies, one of the 275 persons participating in the survey responded: "To X Pharmacy, we're just a number on a bottle."

It is quite evident, X Pharmacy is missing out on its best opportunity to retain and increase its present sales volume—personalized service. This is Pharmacy's not-so-secret weapon, which, if properly utilized, will bring the "lost sheep" home for good.

Have you ever noticed the service technique of the better operated restaurants? As soon as you are seated, a waitress starts the personalized service chain by placing napkin, silver service, water and menu on the table.

Food service may be slow, but that becomes of less importance. You have been recognized. You feel welcomed—wanted.

The napkin-ice water routine can be adapted to your own needs; not directly but thru the simple procedure of recognizing customers by name, if possible, as they enter your pharmacy. "Be with you in a minute" has saved many a sale.

Customers entering your pharmacy may be likened to visitors to your home, and, as such, you want to create a genuine atmosphere of friendliness and hospitality. They will have no occasion to label your pharmacy, "we're just a number on a bottle," when you and your employees practice "personalized service"—characterized as "just plain good manners" by some folks.

The Carolina Journal of Pharmacy is published monthly by the N. C. Pharmaceutical Association, Box 151, Chapel Hill, N. C. Subscription rate: \$3.00 a year; single copy, 25 cents. Entered as second class matter July 5, 1922 at the post office at Chapel Hill, North Carolina under the Act of March 3, 1879.

Pay \$5,500 in Death of Boy

A Winston-Salem doctor and the Walgreen Drug Store of that city will pay \$5,500 to the parents of a six-year-old boy who died as a result of negligence on the part of the doctor and the drug store.

According to the complaint, a prescription for an unspecified amount of oil of chenopodium to be mixed with enough olive oil to make two ounces was furnished the parents of the boy. It was charged that one ounce of oil of chenopodium and one ounce of olive oil was used in preparing the prescription.

After having been given several doses of the prescription, the boy went into convulsions. He was taken to a Winston-Salem hospital where he died a day after being admitted.

The sum of \$25,000 was sought from the two defendants.

Price Upped on Robins Products

A general price increase on all but four of its products, effective December 1, has been announced by the A. H. Robins Co., Inc., of Richmond, Va.

E. W. Zeller, vice-president in charge of sales for the 78-year-old ethical pharmaceutical manufacturing firm, said this is only the second time in the company's history that such a price advance has been made.

"For a number of years, we have been absorbing the increased costs of plant operations, wages, raw materials, containers, shipping," Zeller said. "Now, we feel that it is necessary to raise prices slightly to offset the jump in company-wide costs."

The Robins' announcement said that the over-all rise will be less than 8 percent, and that wholesalers had been advised of the new prices ahead of time so that they and retailers might take advantage of rates prior to the December 1 increase.

Dental Formulary Planned

A proposed "North Carolina Dental Formulary" was enthusiastically endorsed at a preliminary meeting of the Dental

Formulary Committee, held in Chapel Hill at the Institute of Pharmacy on November 13.

Two local dentists—Dr. J. W. Gallagher of the UNC School of Dentistry and Dr. D. M. Getsinger, in active practice in Chapel Hill—stated the proposed formulary would answer a long-felt need in the state. Both dentists agreed to cooperate in the program; first, by helping develop the formulary; secondly, by taking the project directly to the State Dental Society.

Discussed were: purpose of the formulary, need for a dental formulary, content and how to go about developing a useful, practical formulary.

In addition to the two guest dentists, members of the committee attending the initial meeting were Ben F. Cooper, Chairman, who presided, Ralph Rogers, Jr., W. W. Taylor, Claude Wheeler and Howard Yandell.

Justice Prize Winners Announced

Justice Drug Company, Greensboro, has announced the names of customers who received prizes as a result of a drawing held on November 5th. The prize winners came from customers who visited Justice Holiday Showroom between September and November 4.

Top prize—an Argus C-4 Outfit valued at \$99.50—went to R. E. Hoyle of the Cooleemee Drug Company.

William E. Davis of Reidsville won 2-Suiter Bag valued at \$45.

Miss Elaine Fries of Winston-Salem and Mrs. Joel Simmons of Granite Falls won Deep Fryers valued at \$39.95. A portable radio was won by Broadus Leonard, Jr. of High Point.

Other prize winners included Carro Graham and T. Wayne Russell of Greensboro; Miss Carrie Young of Cleveland, Va.; H. Jordan, Jr. of Danville, Va.; W. Harris of High Point, Miss Ruth Morris of Denton, David Overton of Jonesboro, Miss Betty Haskins of Kernersville, J. King, Jr. of Randleman, and Charles McFalls of Madison.

N. C. Rental Survey

The rental survey recently completed for North Carolina drug stores compares favorably with national and sectional averages as reported in *The Lilly Digest* for 1955. The data in this study comprises 149 drug stores, which is more than twice the number of stores reporting in the prescription survey. This is very gratifying as it shows the interest North Carolina pharmacists are taking in their profession and business. This increased number of returns will lend greater significance to the data obtained. All of the questions were not answered 100% by all of the stores which reported. This accounts for these questions not having replies totaling 149.

Survey Results

Rental contracts

Written	103
Verbal	37
Own the building	9

Rental period

Less than 5 years	16.5%
5 years	57.3
More than 5 years	26.2

Monthly rental of 130 drug stores

Lowest	\$ 30
Average	218
Highest	1750

Monthly rental of 79 stores based on total sales

Lowest	0.5%
Average	2.1
Highest	10.0

The number of stores which have the following facilities included in the monthly rental

Heat	32
Light	1
Water	21
Air Cond.	3
Janitor	1
None	72

Other types of contracts reported

3% of the cigar dept. sales and 6% of the remainder of sales with a minimum

Second of a continuing series of Pharmacy Surveys by Dr. F. C. Hammerness, Professor of Pharmacy Administration, School of Pharmacy, University of North Carolina, Chapel Hill.

of \$300 and a maximum of \$800.

3% of gross sales excluding tobacco with a \$360 minimum.

4½% on the first \$100,000 with 3½% above \$100,000.

4% with a \$400 minimum—another with a \$375 minimum.

3% of gross with \$175 minimum.

4% up to \$350,000 with 3% on the amount above this figure and a \$500 minimum.

2¼% of the gross sales.

5% on sales less tobacco up to \$500,000 then 4% up to \$600,000 with 3% thereafter.

A lease is a contract in writing for the possession of tenements usually in consideration of rent for a certain period of time. The owner or landlord is termed the lessor and the tenant the lessee. A lease does not differ from any other type of contract in that it should be in writing. A verbal contract is valid in most cases and in North Carolina a verbal lease is valid for periods not to exceed 3 years. The important fact is not its legality, but whether or not it can be enforced against either party. It would be the lessor's word against that of the lessee. A good business man should not enter into any agreement unless it is in writing and in particular a lease. The survey indicates far too many verbal leases. All written leases should be recorded as insurance against loss.

(Continued on Page 664)



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J. VERNON KEY



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Important Changes in Social Security

Beginning January 1, 1957, the new amendment to the Social Security Law requires an increase in payroll deductions from 2% to 2¼% on earnings up to \$4,200.

Your company's payment is also increased to 2¼% since, as you know, your company makes an equal contribution to your Social Security.

The Story Behind the Changes

The "Total Disability" Provision

The increase of one-quarter of 1%—for both employee and employer—is to cover the cost of a brand new disability provision.

This provides that any person covered under Social Security who becomes *totally and permanently* disabled at 50 years old or later will be entitled to receive the full benefits which he or she would be eligible to receive at 65.

Properly qualified men and women who are totally and permanently disabled may start receiving benefits after July 1, 1957.

Benefits for Women at Age 62

The new amendment also provided—starting January 1, 1957—that instead of waiting until 65, *women who are eligible to receive Social Security* may elect to start receiving the benefits at age 62 on the following basis:

WORKING WOMEN who are covered by Social Security may receive, at age 62, 80% of the benefits that they could receive at 65.

WIVES OF RETIRED WORKERS covered by Social Security may receive at age

62, 75% of the benefits that they could receive at 65.

WIDOWS of men who were covered by Social Security will get the full benefits at age 62 that they would have received at 65.

The lowered monthly benefits available at 62 to working women and retired workers' wives remain the *permanent* monthly income for life.

In both cases, however, the longer they wait *after* age 62 to start receiving benefits, the *higher* the percentage they will receive for life. It goes up slightly more than one-half of 1% for each month after 62 until age 65.

Basic Benefits at Age 65 for Retired Workers

Average Monthly Earnings	Monthly Benefit	Average Monthly Earnings	Monthly Benefit
\$120	\$62.50	\$240	\$86.50
140	66.50	260	90.50
160	70.50	280	94.50
180	74.50	300	98.50
200	78.50	320	102.50
220	82.50	350	108.50

Basic Benefits at Age 65 for Wives and Widows

Wives receive at age 65 one-half the amount of their husbands' benefits.

Widows receive three-fourths of the benefits their husbands would have received at age 65.



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Presents Art Lecture

An illustrated art lecture, prepared by Phil Link of Reidsville, has been favorably received on a number of occasions.

First, Phil's local Rotary Club got a review of the show. Later, the Alpha Psi chapter of Beta Sigma Phi Sorority, hearing of the program, invited Phil in for a talk-demonstration.

This busy pharmacist, we understand, has spent more than 24 hours of research in preparation for the lecture, which doubts will be repeated again and again, due to its practical approach to art.

And while we are on this subject, we mention that both of Phil's entries in the 14th Annual N. C. Artists Exhibition at Raleigh were selected for hanging. The show at the State Art Gallery will be open to the public December 5-30.

Mid-Year Exam Coming Up

The Board of Pharmacy will hold a regular examination meeting beginning February 19, 1957. The examination will be held at the Institute of Pharmacy and the School of Pharmacy. All applications could be filed with the Secretary, H. C.

For Sale

Professional prescription shop located in building with prescription-writing MD's. An excellent opportunity for a pharmacist who prefers strictly professional work, at the same time earning for himself above-average returns.

Shop can easily be maintained by one pharmacist, since it is closed at night and on Sundays; and, if preferred, on Wednesday and Saturday afternoons when the MD's are not in their offices.

Well-equipped with fresh stock of drugs; air-conditioned; parking in rear of building for 60 cars.

Reason for selling: illness of owner. Complete details, including CPA-audited financial statement, available to prospects by writing BB, c/o CAROLINA JOURNAL OF PHARMACY, Box 151, Chapel Hill, North Carolina.

McAllister, P. O. Box 471, Chapel Hill, before January 19, 1957.

FOR SALE

Complete set of used drug store fixtures consisting of wall cases, backbar, cigar counter, wrapping counter, floor case, refrigerated candy case, Liquid Carbonic Fountain, compressor, carbonator, tables and chairs, weighing scales, fluorescent lights, fans, prescription counter. Everything needed to open a drug store or sundry shop.

B. F. King
Northwood Drugs
Greensboro, N. C.

For Sale

1 Jewel #4BR Carbonator. Used about two weeks. Cost \$200.61. Will sell for half price. Ritchies Restaurant, East Main Street, Durham, North Carolina. Telephone 3-8261.

Our
Very
Best Wishes
at
Christmastime

THE AMERICAN DRUGGISTS'
INSURANCE COMPANY

Cincinnati 2, Ohio

Season's Greetings

At this joyful season our thoughts turn gratefully to those whose courtesy, good will and loyalty have made possible our progress.

We extend our heartiest wishes for a Merry Christmas and may the New Year hold for you a full measure of health, happiness and prosperity.

The Geer Drug Company

846 W. Main St.

Spartanburg, S. C.



the School of Pharmacy gave a talk on "Ministry of the Church."

- A program for the head nurses at Watts Hospital, Durham, in October was arranged by Gerald M. Stahl, Chief Pharmacist at the hospital. The Wyeth Labs' film, "Sparine" was shown.
- Thomas N. Darkis, native of Durham, graduate of Duke University (1953) has joined Lederle Labs in the Winston-Salem area.
- Mr. and Mrs. George Turner of Wilmington (Turners Drug Store) were all set for a trip to Bermuda, which they won in a contest, but the Stockholm-Andrea Doria collision changed all this. The Turners took the trip equivalent in cash, deferring their visit to Bermuda to a later date.
- Pharmacist-Mayor Hoy A. Moose of Mount Pleasant has been in charge of tickets and the refreshment stand at all home football games this fall.
- Les Myers (Patterson Drug Company) was in charge of Winston-Salem's Christmas parade this year. Best in years, we understand.
- The Alumni Club Banquet of Phi Delta Theta Fraternity, held in Asheville October 10 for "brothers" living in Western North Carolina was planned by Moss Salley, Jr.
A few days later, Moss was in Detroit where he visited the Parke, Davis Laboratories.
- Tom Boone is Vice-President of the Ahoskie Parent Teachers Association.
- At a recent general church (Baptist) meeting in Chapel Hill, Ben Cooper of
- the School of Pharmacy gave a talk on "Ministry of the Church."
- At a planning session (October 23) for TB X-Ray Survey, David R. Davis of Williamston represented the Martin County Board of Health.
- A special "heart program" presented at a meeting of the combined Roseboro Woman's Club and the Athenia Lanier Book Club was arranged by W. Latham West. Special guests were Bill Wood and Bill Brewer of Chapel Hill, both connected with the State Heart Association.
- A closed circuit TV program, Grand Rounds, sponsored by The Upjohn Company in Charlotte (October 17), was attended by Mr. and Mrs. William R. McDonald, III. Cancer and "Orinase" were discussed.
- Lecturer in Pharmacology at the St. Agnes Hospital in Raleigh is Miss Marina Moseley of the Rex Hospital Pharmacy staff. Miss Moseley's class is made up of student nurses.
- John Ivey Matthews has accepted a position with Raleigh's City Drug Store, owned and managed by W. L. Johnson.
- Gus Hudson is leaving Bynum's Drug Store, New Bern, for a position with E. R. Squibb. He will be stationed in the Miami, Florida area.
- Frank and Arthur Kiser and Morris Michael are the incorporators of the KMK Pharmacal Company of Asheville.
- Charl Sanders of Kannapolis, Roy Lingle and Jack Crowell, both of Granite Quarry, have organized the Granite Drug Company of Granite Quarry.
- Eckerd will open a third store in Asheville shortly after the first of the year. Quarters for the store have been leased in the new Westgate Shopping Center.
- The Tar Heel Drug Company of Robbins has moved into its new location, where its staff is proudly showing off new fixtures and an expanded line of merchandise.

Be Proud

of the Photo Finishing
You Deliver to Your Customer



FOISTER-PALM PHOTO SERVICE

161 East Franklin Street

Chapel Hill, N. C.

Phone 3171



B & H PHOTO COMPANY

419 East Trade Street

Charlotte, N. C.

Phone: Edison 3-5406

Makers of SUPER-TONE Prints

"Truly the Finest in Snapshots"

Sterling Enters Suit Against York Drug

Sterling Drug, Inc., has entered suit against York Drug Company of Winston-Salem for selling Bayer Aspirin, Fletcher Astoria and Molle Shaving Cream below minimum resale prices stipulated in the firm's fair trade contracts.

The suit asks for permanent injunctions restraining York Drug Company from advertising, offering for sale or selling any commodities bearing Sterling trademarks for prices less than those stipulated in fair trade contracts.

Sterling also seeks an auditing of York books, and accounting of damages, reimbursement of the amount of damages and an award of \$25,000.

Clarification of Board Rules and Regulations

At the November, 1956, meeting of the North Carolina Board of Pharmacy, Section 8, Subsection 8 (c) of the Rules and Regulations of the Board was redrafted for the purpose of clarification. The reworded

Subsection now reads: "The transfer of controlling interest of an established business to a successor." Previously this Subsection read: "Transfer of fifty percent or more of the ownership (as evidenced by interest listed on renewal application for previous years) of an established business to a successor."

The purpose of this change was to clarify the original intent of the Regulation and represents no change from that which has been in force since 1953, the time of the adoption of the Regulation.

Christmas Spirit—We understand a certain MD, at this time of the Year, writes all his patients who owe him for professional services. On condition the patient voluntarily contribute the amount due to a worthy charity, the MD offers to cancel the bill.

"Send us their receipt and we will close your account," the MD writes.

This action constitutes a four-way gift. For instance in a bill involving \$25, the MD contributes \$25 to the patient; the patient \$25 to a charitable organization, and finally \$25 to the recipient—the equivalent of \$100 at work.

PHARMACISTS ELECTED TO 1957 GENERAL ASSEMBLY

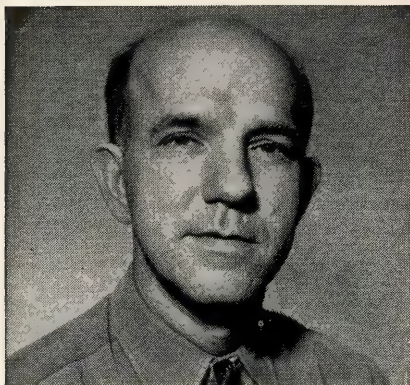


SENATOR KELLY E. BENNETT
Bryson City



REPRESENTATIVE JOHN HENLEY
Hope Mills

outsells all others



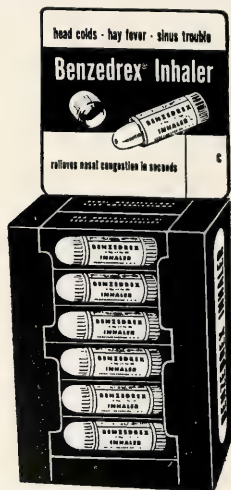
JEFFERSON, TEX. "Since giving 'Benedrex' Inhalers permanent and prominent display, we have noted a four to ten time increase in the daily sales of this all-season item, which is now outselling all other inhalers."

Edward E. Taylor

Edward E. Taylor
City Drug Company

double your sales of BENZEDREX* INHALER with the new display carton

*Smith, Kline & French
Laboratories, Philadelphia*



*T.M. Reg. U.S. Pat. Off.

New Pharmacies Established

New pharmacies licensed by the State Board of Pharmacy:

Center Medical Pharmacy, 86 Victoria Road, Asheville. J. C. McGee, owner and pharmacist in charge.

Franklin Street Pharmacy, Cor. 8th and Franklin Streets, Roanoke Rapids. James C. Robinson, Jr., pharmacist in charge.

Troy Drug Company No. 3, Hutchinson Shopping Center, 2044 Hutchinson Avenue, Charlotte. H. C. Rice, pharmacist in charge.

Eckerd's Park, Inc., 4133 Park Road, Charlotte. M. A. Dente, pharmacist in charge.

CLOSED

S. H. Reid, Prescription Druggist, 123 Market Street, Washington.

Vick Chemical Announces Award Competition

The opening of this year's nationwide competition sponsored by the Vick Chemical Company for senior and graduate students has been announced by E. L. Mabry, Vick President.

Aimed at stimulating greater interest in professional pharmacy, the Awards program features four individual cash awards of \$1,000 each to winning students, and the same amount to their pharmacy colleges. Specific objectives of the program are the encouragement of students to: 1. Explore and investigate current pharmacy problems 2. Summarize and present their findings for the benefit of other students and investigators, and 3. Broaden the scope of their interest in the profession of pharmacy.

The Awards are given for the best papers submitted from the four major regions of the nation on either of two general subjects: 1. Pharmacy, and 2. Pharmaceutical Chemistry.

Inaugurated in 1954 as a tribute to Vick's pharmacist-founder, Lunsford Richardson, and his son, the Awards also commemorate Vick's 50-year association with the profession of pharmacy.

Interest in National Pharmacy Week Picks Up

Observance of National Pharmacy Week was more widespread this year than has been the case in the past. At least, that is this person's opinion, after a bit of checking.

Editorials appeared in *The Daily Herald*, Roanoke Rapids; *Goldsboro News-Argus*; *Elizabeth City Advance*; *Reidsville Review*; *Ahoskie News*; *Dunn Record*; and other papers.

A feature article, "Pills Have Pushed a Long Way in 50 Years," appeared in *The Salisbury Post*.

Radio Station WPTF-Raleigh carried the half hour program, "Rx Marks the Spot," and numerous stations in the state carried spot announcements as supplied by the A. Ph. A.

A number of pharmacists reported seeing the special TV slide furnished by the A. Ph. A. to all TV stations in the state.

A number of window displays were installed. We have pictures of displays installed by the pharmacy students at Chapel Hill and one which Gerald Stahl, Chief Pharmacist at Watts Hospital in Durham, installed in that hospital.

M & R Buys Burwell & Dunn

McKesson & Robbins, the largest wholesale drug firm in the United States, has purchased the capital stock of Burwell & Dunn, Charlotte.

Until McKesson & Robbins acquired Burwell & Dunn, the nation-wide wholesale operator had no branch in North Carolina.

Present officers of Burwell & Dunn will continue to manage the firm. They are: S. A. Beaty, president, treasurer and general manager; Reuben C. Russell, vice-president, secretary and sales manager; J. E. Allen, drug buyer; W. B. Hawfield, sundry buyer; and Charles E. Roberts, credit manager.

"produces many new customers"



MEMPHIS, TENN. "The 'Benzedrex' Inhaler is consistently a good seller, the year round. The display carton produces many new customers and has greatly increased my sales."

William M. Hoagland

William M. Hoagland
1285 Latham Ave.

double your sales of
BENZEDREX* INHALER
with the new display carton

Smith, Kline & French
Laboratories, Philadelphia



*T.M. Reg. U.S. Pat. Off.

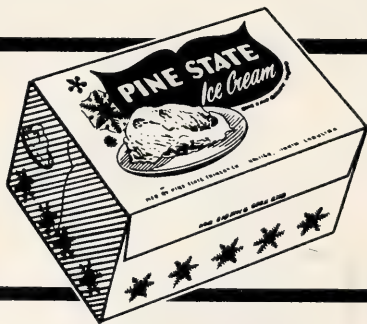
**here's the
brand that**

SELLS...

**NORTH CAROLINA'S
OWN**

**PINE STATE
ICE CREAM**

A superior ice cream intensive-
ly promoted and merchandised
through Newspapers • Radio
Point-of-Sale • Television



**FOR FOUNTAIN
SERVICE
and
FOR TAKE HOME
SALES**

RALEIGH, NORTH CAROLINA

NEWS BRIEFS

In an October 30 visit to the Strickland-Lawhon Drug Store, Fayetteville, uninvited guests removed \$450 in cash plus narcotic drugs valued at \$50.

Entry was by way of a MD's office and thence into the drug store, where the door of the store's safe was hammered off.

Charles Gillespie has accepted employment with Melvin's of Raleigh. For the past two years Mr. Gillespie has been an employee of the Brewer Drug Company, Pink Hill.

Jerry Gaylord is doing some part-time relief work for the Parkview Pharmacy of Kinston.

Relief Pharmacist Thomas R. Cole of Sanford was in Greenville at Bissette's early in November, thence to the Griffin Drug of Roanoke Rapids and back to Greenville until November 15th at which time he left for Holmes Drug of Statesville.

Fred Williams, Jr., an employee of the W. H. King Drug Company for 15 years but more recently associated with O'Hanlon-Watson Drug Company of Winston-Salem will represent the Bulman Manufacturing Company (fixtures) in the Durham area.

Richard Henry Lee Smith of Greensboro is on duty with the Navy, his present address being: 130 B. Ingram Street, Norfolk, Virginia.

Billie E. Pittman, while off-duty from Uncle Sam, does part-time work in Williamsburg at Curtis Nottingham's Pharmacy.

Bob Seaborn commutes daily from Greenville to Kinston where he is employed by Hood's Drug Store.

Claude Wheeler of the Sloan Drug Company, Chapel Hill, was in charge of the JC's Halloween Party, which brought out about one thousand children and their parents. Folks agree Claude did an outstanding job (it took about 40 hours) in organizing the party.

NOTABLE NOTES

David Davis of Williamston received this order (reproduced exactly as written): 1 Red Cross 4 x 4; 1 tub Sase; 1 35¢ cotton and one wide goff; 1 1/2 inch tape, 1 b. Lyesolt; 1 b. Rockside.

J. Frank Carrigan of Rowan Drug, Inc., Spencer, received a note on which was written, "Quick Raube." The customer wanted "Minit Rub."

An order for "Hydrocebeans vitaman" was quickly supplied by Oliver Fleming of Smithfield. The customer wanted Lilly's Homiebrin.

John Holland (Eckerd's of Winston-Salem) had a call for "C. D. R.". When asked if it was a reducing aid—the customer said "yes" and was happy to accept "R. D. X." which he had seen advertised on television.

An order for "looks like castor oil but smells like whiskey" was received the Park-

er's Drug Store, Henderson. An employee of the drug store, Mrs. Marie Gupton, supplied "Terpin Hydrate with Codeine" which is what the customer wanted.

Huss Injured

Kelly Huss is in a Gastonia hospital as a result of being struck by a car while he was in his way to work on November 6.

An employee of Kennedy's Drug Store, Mr. Huss had parked his car and was crossing a 4-lane highway when the accident occurred. It is understood he suffered major head injuries.

Fined \$1,000

Convicted of dispensing legend drugs without proper authorization, William F. Rhodes, a pharmacist employed by the Airheart Pharmacy of Concord, was fined \$1,000 and placed on probation for two years.

According to evidence presented in court, agents purchased barbiturates from Rhodes without prescription and with prescriptions marked "not to be refilled."

PENICILLIN TABLETS**Penicillin G Potassium Tablets—Buffered—Flavored**

	50,000 Units	100,000 Units	200,000 Units	250,000 Units
Box of 12.....	\$0.33	\$0.60	\$0.94	\$1.22 ea.
72 boxes of 12.....	0.30	0.56	0.89	1.17 ea.
144 boxes of 12.....	0.27	0.52	0.83	1.11 ea.
Bottle of 100.....	1.80	3.00	6.00	7.50 ea.
12 bottles of 100.....	1.70	2.78	5.67	7.22 ea.
24 bottles of 100.....	1.56	2.61	5.44	7.00 ea.

Penicillin G Potassium Tablets—Soluble—Effervescent

	50,000 Units	100,000 Units	200,000 Units	250,000 Units
Bottle of 100.....	\$2.33	\$3.78	\$6.78	\$8.00 ea.
12 bottles of 100.....	2.22	3.67	6.44	7.66 ea.
24 bottles of 100.....	2.11	3.56	6.11	7.33 ea.

DISCOUNT—10% on orders of \$20.00 or more.

PREPAID—On orders of \$40.00 or more.

MAYRAND INCORPORATED

Greensboro

Ethical Pharmaceuticals

North Carolina

FOR
PREVENTING AND
TREATING SEQUELAE
OF THE
COMMON COLD



Achrocidin*

TETRACYCLINE-ANTIHISTAMINE-ANALGESIC COMPOUND

ACHROCIDIN is a well-balanced, comprehensive formula specially designed for the prevention and treatment of those conditions frequently associated with ordinary colds: otitis, adenitis, sinusitis, and others.

ACHROCIDIN promptly controls a great many of those bacteria which may be present, and provides a potent prophylaxis at a time when the patient is highly susceptible to further infections. It relieves pain and discomfort, depresses fever, and alleviates nasal congestion. It is more convenient for the physician to prescribe; simpler for the patient to take.

Available on prescription only

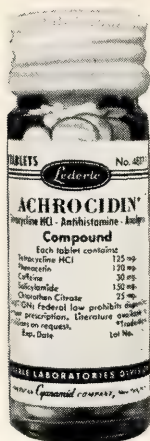
Average adult daily dose: 2 tablets, 4 times daily.

Each tablet contains:

ACHROMYCIN® Tetracycline.....	125 mg.
Phenacetin.....	120 mg.
Caffeine.....	30 mg.
Salicylamide.....	150 mg.
Chlorothen Citrate.....	25 mg.

Bottle of 24 tablets.

WATCH THIS ONE MOVE! ACHROCIDIN offers in one tablet the kinds of drugs many doctors prescribe separately for cold complications. Strong detailing and promotion should quickly make it one of your best-selling items. Stock now—profit now!



LEDERLE LABORATORIES DIVISION AMERICAN CYANAMID COMPANY PEARL RIVER, NEW YORK

*TRADE-MARK



Random Comments

By W. J. Smith

- To all inquiries about the University football team, we have a stock reply, "We are building character; next year we expect to win some games."
- The revival was nearing its end. An ardent worker stopped at the seat of a man who seemed unrepentant. "Brother," he asked, "don't you want to make peace with the Lord?" The man replied, "You know, if I ever had a minute's trouble with the Lord, I can't remember it."
- Passing from one thing to another, Tom Ham tells about a famous author, who, living near Yanceyville, had the habit of "reviewing" books while seated in the Yanceyville Drug Company. According to Tom, the author would order two double-size Cokes. When the two Cokes were finished, two books had been "reviewed."
- One of pharmacy's historical "finds" of many a year showed up in mid-October. We'll tell you about it in the January issue of this JOURNAL.
- We have it on reliable authority that the dictionary is the only place where success comes before work.
- As he now knows, reading a book entitled, "How to Fly in Ten Easy Lessons," in full view of a number of alarmed passengers is no way for a playful airline pilot to win friends.
- Since we never got past the rabbit tobacco-oak leaf-grape vine stage, the admonition, "don't smoke in bed—the next ashes that fall on the floor may be your own," holds little terror for us.

Which recalls a little incident which happened in one of Raleigh's Sir Walter

Hotel rooms a few years back. At the time we were trying to gain the support of a certain legislator for a bit of legislation in which we were interested. To be social, the legislator offered us a drink. After declining the alcoholic beverage, a cigarette was proffered. Being a non-smoker, we passed this up. Finally, the legislator picked up a bag of Lance products and said: "Have a peanut." Later, the legislator voted against us, which goes to prove we ought to leave lobbying activities up to Fred Bowman.

- Several years ago Dr. Walter Hartung, now on the faculty of the School of Pharmacy, Medical College of Virginia, obtained a number of cork nuts (*Quercus Suber*) from a friend, who imports cork from Spain.

The nuts were planted and in due time two small-size trees (about 3 to 4 feet in height) developed. A friend, checking on the growth progress of the trees, was told by Dr. Hartung, "They are getting along fine. I pulled three No. O corks from one of the trees this year."

- Harold Hutchins reports a pharmacist observed: "If I had as many customers as counter cards, I'd have to double my sales staff!"
- From Lotions & Potions we lift: Newest rock 'n roll song is titled, "Lipstick, powder and paint—Is You Is or Is You Ain't?"
- Sign in beer parlor: "Them suffering from snake bite gets served first."
- Lifted from the Wall Street Journal (a copy blew in from street): "One of the biggest troubles with success is that its recipe is often the same as that for a nervous breakdown."
- Boy from India, after living on a U. S. farm this summer: "You Americans work like coolies but you live like kings."
- Sign in window of laundromat: "Ladies, Leave Your Clothes Here and Enjoy Yourselves."

Fined \$1,000

E. J. Mazzoloni, a Yadkinville pharmacist who came to North Carolina from Vermont several years ago, was fined \$1,000 and placed on two years' probation for illegal dispensing of drugs.

The case, tried in Winston-Salem in the Middle District Federal Court, was heard by Judge Johnson J. Hayes of North Wilkesboro. Mazzoloni pleaded guilty to the charges.

A defense attorney said that Mazzoloni began the practice because doctors were directing their patients to another drug store in Yadkinville.

Lawson Joins Brewer Drug

Ben Lawson, a graduate of Alabama Polytechnic Institute and native of Auburn, Alabama, replaces Charlie Gillespie at the Brewer Drug Company, Pink Hill. Mr. Gillespie resigned recently to accept employment with Melvin's of Raleigh.

Busy Pharmacy

The pharmacy at San Diego, California Naval Hospital claims to be the largest of its kind in the Navy. Here are some figures the pharmacy lists to back up its claim.

During the first six months of 1956 the pharmacy filled 155,531 prescriptions; cough syrup is used at the rate of 100 gallons a month.

Shaw Speaker

Dr. Henry P. Hargraves, pharmacist of Newport News, Virginia, and a graduate of Raleigh's Shaw University, spoke to Shaw freshmen on November 16.

Dr. Hargraves told the freshmen "education is not what you know, but constitutes the things you cannot forget."

Reciprocity

Licensed by reciprocity from other states on November 20:

Marce Odis Dunn, Bradley Drug Store, Bristol, Virginia. (plans to locate in Salisbury)

L. B. Julian, Evans Rexall Drug, Marion (from Tennessee)

Charles M. Barnett, Woolard's Henderson (from Virginia)

In Service Addresses

John Clegg Herrin, 706 Navy Blvd., Pensacola, Florida

Milton Lee Higdon, 246 Court Street, Hot Springs, Arkansas

Billie E. Pittman, 108 Quarter Path Road, Williamsburg, Va.

Robert M. Hines, 1104 East Elmira, Apt. 6, San Antonio, Texas

Joins Belmont Firm

Don B. Robinson, a graduate of the University of Georgia School of Pharmacy, has been employed as a pharmacist by the Catawba Pharmacy of East Belmont.

Licensed in this state by reciprocity, Mr. Robinson was co-owner of the Fort Mill Pharmacy of Fort Mill, South Carolina, prior to moving to Belmont.

The *Belmont Banner*, in commenting on its new citizen, has this to say: "those who have met the new pharmacist have taken a great liking to him."

42,000 Potential Specialties

Information at hand is somewhat disturbing. A machine not unlike the one in use on the \$64,000 Question is available to produce "names."

Called an "Electronic Data-Processing Machine," you feed it word ending at one point; at another you get potential names to match-up with future drug products.

One enterprising pharmaceutical manufacturer has already put the machine to use. It turned out 42,000 names in about a half hour, some of which will surely be used in connection with future miracle drugs.

One name produced by the machine—Godamycin—will probably be discarded, but then again, we may be underestimating the power of the machine-age to regulate our lives.

cash in now! the new opportunity in
the **\$200,000,000**
big **broad-spectrum market**

with big Pfizer promotion in
medical journals, direct mail
and detail calls to make this
new opportunity *yours*

new

Sigmamycin^{*}

OLEANDOMYCIN TETRACYCLINE

synergistically strengthened multi-
spectrum antibiotic formulation

*Means new certainty for
physicians treating infection*

The tetracycline spectrum is now syner-
gistically strengthened with oleandomycin
to give added protection to the *90% of the
patient population, treated with antibiotics
in office or home, where sensitivity-testing
is not feasible.*

Cash in now . . . order adequate stocks
before the *big* \mathbb{R} demand gets under way.

Supplied	Product No.	Price to Pharmacy	Suggested Retail Price
250 mg. capsules (83 mg. oleandomycin, 167 mg. tetracycline), bottles of 16	4453	\$ 5.10	\$ 8.50
250 mg. capsules (83 mg. oleandomycin, 167 mg. tetracycline), bottles of 100	4455	30.60	51.00

When ordering Sigmamycin keep in mind another
new \mathbb{R} that gives *new* control of resistant staphylococci

Matromycin[®]

BRAND OF OLEANDOMYCIN

A new antibiotic agent developed specifically to combat resistant staphylococci and control superinfection with these strains, *particularly among hospitalized patients*, where the causative organism can be determined.

Supplied	Product No.	Price to Pharmacy	Suggested Retail Price
250 mg. capsules, bottles of 16	4243	\$5.10	\$8.50

^{*}Trademark



PFIZER LABORATORIES, Division. Chas. Pfizer & Co., Inc., Brooklyn 6, N. Y.



DELLA INGRAM STANBACK of Mount Gilead who, on August 12, celebrated her birthday.

Celebrates 97th Birthday

Mrs. Charles (Della Ingram) Stanback of Mount Gilead, the oldest living Alumna of Greensboro College, is shown on the opposite page.

Mrs. Stanback celebrated her 97th birthday on August 12. A graduate of Greensboro College, Class of 1876, she now makes her home in Florida with her daughter.

Two sons, Thomas and Fred, operate the Stanback Company of Salisbury.

Seeks Position in State

A North Carolina licensed colored pharmacist, now in the Army, seeks employment with an established pharmacy.

Experienced, competent, reliable; was stationed at Fort Bragg for more than a year.

Pharmacist, now overseas, would like to correspond with prospective employers, prior to his discharge. Name and address available from the NCPA.

R BOXES AND LABELS

**E. N. ROWELL CO.
INC.
BATAVIA, N. Y.**

Representative

M. C. GRIER

1110 Ann Street

Monroe, North Carolina

Telephone 1353-L

A Merry Christmas

and

A Happy and Prosperous 1957

PEABODY DRUG COMPANY

305 W. PETTIGREW STREET

DURHAM, NORTH CAROLINA

One Ingredient Missing?

Two members of the faculty of the School of Pharmacy at Chapel Hill were recently called upon by the UNC Music Department to produce violin varnishes according to the "secret" formulas of the old masters.

They used a process which included "precipitation of insoluble rosin soaps, the fermentation of madder, extraction by maceration and the use of a tenaculum."

Seems to me that they left out one very important ingredient—asafetida.

My Father, before he became a minister,

practised pharmacy. He sold many pound of asafetida back in the days when it was popular to wear a small bag of it around one's neck to keep germs away.

He recalled one little colored boy who woke him up in the night by rapping on the front door:

"Please, Sir," he said, "I want a nickle's worth of nasty-feditty."

He wasn't far wrong at that. Asafetida used internally as an anti-spasmodic, has a strong odor and tastes like garlic.

—Editorial. *High Point Enterprise*

SMITH WHOLESALE DRUG CO. SPARTANBURG, S. C.

**A Young and Growing Service Wholesale House,
Owned and Operated by Registered Pharmacists**

We Appreciate Your Business



LANCE STANDS OUT

IN QUALITY
IN PROFIT
IN CONSUMER
SATISFACTION





"We at Upjohn certainly wish you and the North Carolina Pharmaceutical Association continued success in your vitamin promotion and activities in general".

George A. Stevenson
Division Sales Manager
The Upjohn Company
Bethesda, Maryland

Dear Mr. Smith:

The North Carolina Heart Association is most appreciative of your generosity in allowing us to meet in your beautiful conference room at the Institute of Pharmacy.

I am ever conscious of the fact that many of our important deliberations are carried on at your Institute. No little credit for the success of our program can be attributed to the fine hospitality which you and Mrs. Smith have displayed for this Association.

Edward P. Benbow, M.D.
President
N. C. Heart Association

"It is always stimulating to receive such letters, and I am happy to hear that you and your associates feel that I have contributed to the "let's keep the vitamin business in the drug store" movement in North Carolina.

"It seems to me, Mr. Smith, that you and the retail pharmacists of North Carolina deserve commendation for taking this campaign out of the "talk" stage and into an aggressive "action" stage, for as you well know the eloquence of conversation is possessed by many, but the force of action is relegated to few.



Reabela Tablets

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

Reaco A & D Capsules

\$10.00 Doz. 100s

A. E. P. Tablets

\$24.00 Doz. 100s

Pyridoxine HCl (B6) 10 mg. Tablets

\$2.25 per 100

Pyridoxine HCl (B6) 25 mg. Tablets

\$4.50 per 100

Pyridoxine HCl (B6) 50 mg. Tablets

\$7.50 per 100

Reavita Capsules

\$34.80 Doz. 100s

\$28.00 per 1000

Neo-Reavita

\$36.00 Doz. 100s

Reacaps

\$25.80 Doz. 100s

Rea-Secal

\$15.00 Doz. 100s

Your cooperation in stocking Reaco Products is appreciated

REACO PRODUCTS

P. O. Box 247

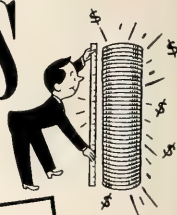
WEST DURHAM, NORTH CAROLINA

you know, **BUT...**
do your clerks know?



larger unit sales mean

BIGGER PROFITS



display and sell
the **"FAMILY PACK"**

50 POWDERS
or
100 TABLETS

REPLACEMENT OR REFUND OF MONEY
★
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN



...a better value for your customer!

WHAT THE CLUBS ARE DOING

Price Elected

At a dinner meeting held in Raleigh on November 6th, The Wake County Pharmacists Society was organized. In attendance were about 35 pharmacists of the county.

Officers elected at the meeting were: H. G. Price, president; Grady Britt, vice president; Mrs. Jean Provo, secretary; and Bob Collins, treasurer.

The Society voted to limit membership to pharmacists, to invite all pharmacists of the county to attend the monthly meetings, and will hold a "charter member night" some time after the first of the year.

A constitution and by laws committee, consisting of Bill Wilson, chm., Bill Murray and Mrs. Jean Provo, will report at the next (December 4) meeting, at The Carolina Hotel.

Durham-Orange

Members of the Durham-Orange Drug Club, their wives and guests were entertained at a barbecue dinner in Durham on November 7 by Peabody Drug Company and Reaco Products, Inc.

Following the barbecue, a musical program arranged by Lloyd Riggsbee was presented to the enjoyment of those present.

Northeastern

At the October 10 meeting of The Northeastern Carolina Drug Club, held in New Bern, at the Governor Tryon Hotel, guest speaker was M. J. Williams.

Mr. Williams, a landscape gardener, discussed "Medicines of the Eighteenth Century." Now in charge of restoring the Tryon Gardens, he formerly assisted with similar projects at Mount Vernon and Monticello.

Doctors Party Staged by WNCDC

The Western North Carolina Drug Club held its annual "doctors party" on November

13 at Memorial Mission Hospital in Asheville.

The party was set to coincide with the conclusion of an all-day meeting of hospital staff physicians. Attendance of physicians, pharmacists and medical service representatives was excellent.

The drug club considers this event as being very helpful in fostering better inter-professional relations at the social level. For some pharmacists, it is an opportunity to meet physicians who have been "telephone friends" only.

The job of organizing and staging the party was under the able direction of Moss Salley, Jr., assisted by Beaman Pinner and Cotton Bishop.

*This
is the season for . . .*



*Do you have
an adequate stock?*

Last Fall and Winter new sales records were set for Soltice Quick-Rub. This Spring even these records will topple as the demand continues to grow for this new greaseless, stainless rub that gives FAST relief to cold misery.

Soltice—a popular item in the Summer for the relief of sore muscles, rheumatic aches, tired feet, non-poisonous insect bites, etc.—is a best seller throughout the cold season. Do you have an adequate stock? If not, mail your order today. It'll get prompt attention.

**THE CHATTANOOGA
MEDICINE COMPANY**
Chattanooga 9, Tennessee

Upjohn

best-seller
for
28 years!

Cheracol*

Each fluidounce contains:

Codeine phosphate 1 gr.
Chloroform 2 grs.
Potassium guaiacolsulfonate 8 grs.
Ammonium chloride 8 grs.
Antimony and potassium
tartrate 1/12 gr.
Alcohol 3%

With white pine and wild cherry
bark

Supplied:

Bottles of 2 and 4 fl. ozs., pint, and
gallon

*Trademark, Reg. U. S. Pat. Off.

The Upjohn Company, Kalamazoo, Mich.



TAR HEEL DIGEST

Coke Cecil has returned to High Point after a combined vacation-business trip to England, France and Switzerland. His homeward trip was on the Queen Mary.

* * * *

For having caught the largest Spanish Mackerel of all fishermen registered at the Fabulous Fisherman Club of Morehead City this year, O. K. Richardson of Boone received an appropriate trophy. The presentation ceremony was held in Boone in connection with a meeting of the town's chamber of commerce.

* * * *

Oliver G. Fleming, Smithfield pharmacist, was recently interviewed over Radio Station WMPM during a special program, "View Point," produced locally. We understand Oliver managed to get in some helpful "plugs" for Pharmacy during the 15 minute program time.

* * * *

Recently inducted as a member of the Rhododendron Royal Brigade of Guards, Asheville's highest honorary social organization for young men, was W. Moss Salley, Jr., a member of the State Board of Pharmacy.

School Postponed

The NCPA Management School for retail pharmacy owners and managers, originally scheduled for Chapel Hill, November 18-20, was postponed until 1957.

The new date and program makeup will be subject to a survey to be conducted by the NCPA early in 1957.

- Plans have been completed for a nationwide evaluation of tranquilizing drugs by 37 VA hospitals. Patients at the VA

hospitals in Durham and Salisbury with acute and chronic schizophrenia (split personality) will be involved in the study.

- Orchids to O. Griffin of Roanoke Rapids for his work as a director of Union Mission. The Union supplies food and clothing to the poor; supplies religious-inspiration speakers; has been instrumental in creating a better way of life for many persons.
- Perhaps April 15 is a better time to mention this, but in case you are interested, 6¢ out of every tax dollar now goes for foreign aid. All told since World War II, Congress has obligated taxpayers for \$60 billion in foreign aid, or enough money to pave a 2-lane highway from Clinton, North Carolina to San Francisco with \$10 bills.

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Wholesale Druggists
Importers & Jobbers
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We solicit your orders
Our experience of over 70 years
insures our ability to serve you
satisfactorily

For seventy-one years

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OF DURHAM

Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-seventh volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA

Culture Center of Davidson College

Al Mackay, writing in *The Davidsonian*, has this to say about a well-known and popular drug store of Davidson College:

"White's Drug Store has changed. It's still the only place in town one can leave by bus, get a prescription filled, or get a decent chocolate milk, but recently it has assumed a more important role on campus."

"White's Drug Store is now the literary, social, and cultural Mecca of Davidson."

The writer goes on to describe the store's extensive magazine-book department, its fountain service, and refers to "pleasant music" channeled in directly from Charlotte.

White's Drug Store, established about 40 years ago, is owned and managed by C. S. Goodrum. The store is as closely identified with Davidson College as is Eubanks with the University of North Carolina.

"Kelling Nut Company Sales Increased By \$1,650,000"

The Kelling Nut Co., Chicago, rang up one of the largest increases in sales in its history at the close of its fiscal term, September 30th, when the sales increase hit one million, six hundred and fifty thousand dollars.

Kelling officials state that much of the large increase was due to the company's consistently strong sales promotional efforts combined with effective advertising and product publicity, as well as a complete package re-designing job.

At present, Kelling advertising is concentrated in trade papers, magazines and dealer brochures, together with radio and television, the latter including "Tonight" with Steve Allen.

Leukhart to Represent P-D Hospital Division in Durham-Chapel Hill Area

Richard H. Leukhart, a native of River side, Illinois, and graduate of Purdue University, will represent the Hospital Service Division of Parke, Davis & Company in the Durham-Chapel Hill area.

A World War II veteran, Leukhart joined P-D as a sales representative in 1953.

Marriages**Gordon-Hobowsky**

Freda, daughter of Mr. and Mrs. Isaac Hobowsky, to Tavia Fred Gordon, at Scotland Neck, November 4th.

Griffin-Brown

Ara Katherine, daughter of Mr. and Mrs. Ernest Hyde Brown, to William Crane Griffin, son of Mr. and Mrs. Octavus Griffin of Roanoke Rapids, at Ivanhoe, North Carolina, November 3.

Births**Cole**

Nancy Carol, born October 10, 1956, to Mr. and Mrs. Al Cole of Roxboro. The young lady weighed 7 lbs. 2ozs. at birth.

Skakle

Clifford Dwight, born October 26, to Mr. and Mrs. D. E. Skakle of Hatteras. Mrs. Skakle will be remembered as Sybil Austin, Pharmacy class of 1949. Clifford is their third son.

Wooten

Mr. and Mrs. Cecil Carlos Wooten of

3501 Leonard Street, Raleigh, announce the birth of a daughter, Mary Carla, on November 9 at Rex Hospital.

Mrs. Wooten is the former Mary Ruth Aycock of Princeton. Mr. Wooten is a partner in the firm of Watts, Koonce and Wooten, Certified Public Accountants in Raleigh.

The Wootens have a 5-year-old daughter, Linda Sue, and a son, Charles Aycock, 3 years old.

Deaths**Cadmus T. Young**

Cadmus T. Young, 76, of Smithfield, died November 18 at the home of his daughter and son-in-law in Ottawa, Illinois.

William Doctor Merriman

W. D. Merriman, Charlotte, died suddenly on September 28. A graduate of Charles Medical College, he had practiced pharmacy in Charlotte since 1928. A daughter, Sara Lou, who is a student at the University of Miami at Coral Gables, Florida, survives, in addition to the widow.

COMPARE**FISCHMAN'S****STYLE-MASTER****SODA FOUNTAINS and****LUNCHEONETTE****EQUIPMENT**

GET QUALITY AND BEAUTY TOO!

RAMSEY

Manufacturing Corporation

CHARLOTTE, NORTH CAROLINA



New Students, School of Pharmacy, University of North Carolina, September, 1956

75 Pharmacy Students Enrolled at UNC

The School of Pharmacy of the University of North Carolina accepted 75 new students in September 1956. Fifty-five of these students were first year students and 20 were transfers given second year standing.

Reading from left to right, first row: Alpheus Worth Benthall, Ahoskie; Hugh Mercer Clark, Pinetops; Marshall Wilson Dutton, Hickory; Lu Ruth Sutton, Raleigh; Mary Ruth Starling, Raleigh; Phebe Pettingill McDonald, Carthage; Nancy Margaret Faison, Shelby; Emily Elizabeth Mauney, Asheville; Barbara Neal Newton, Durham; Sylvia Meade Bonner, Greenville; Helen Jean Dunlap, Durham; Donald Robert Huffman, Lilesville; Dennis Troutman, Charlotte; Thomas Peete Davis, Warrenton.

Second row: William Whitaker Moose, Ft. Pleasant; Joseph Larry Miller, Hickory; James Monroe Miller, Hickory; William Preston Shoemaker, Thomasville; James Marion Millican, Albemarle; Thomas Elwood Harris, Thomasville; Charles Castello Loughn, III, Henderson; James Andrew Sitisson, Jr., Mt. Airy; Donald Rich Humphrey, Mooresville; Gordon Lee O'Briant, Sanford; Charles Glenn Lasley, Draper; Howard Grady McAlister, Maiden; Miles Herbert Purser, Ayden; Bobby Steve Wood, Sanford; Ben Philip Daughtry, Smithfield.

Third row: Walter Henry Neville, Enfield; Charles Leonard Jarrett, Lincolnton; Forrest Tribble Patterson, Burlington; Alvin Victor Seabock, Jr., Durham; Glenn Alden King, Greensboro; David Milton Spencer, Charlotte; Horace Lee Piner, Morehead City; George David Matthews, Jr., Stoneville; Joseph Stevens Ferrell, Elizabeth City; Charles Edward Hardy, Grange; Edward Garfield Faulkner, Monroe; Gordon Nelson Reuchling, Fuquay Springs; George A. Pearee, Rocky Mount; Frank Lawrence Willard, Washington; Robert Hunter Shearin, Warrenton.

Fourth row: William Warren Jones, Morantown; Randall Stuart Brown, Mooresville; Robert Harrison Barrett, II, Pinehurst; Council Foy Bradshaw, Rocky Mount; Arthur Long Bradsher, Roxboro;

James David Cooke, Hildebran; James Neville Zachary, Cashiers; Marvin Russell Cowan, Robersonville; William John Weatherly, III, Mt. Olive; Kermit James Bonduant, Mt. Airy; John Wesley Saunders, Raleigh; William Lee Vanderburg, Goldsboro; David Clifton Roberts, Madison; Wesley Prichard Dockery, Walnut; Bobby Lee Jones, Rose Hill.

Fifth row: Paul Madison Kirkman, Madison; Edward McPhail Britt, Concord; Joe Fletcher Browning, Graham; Thomas Marian Yost, Weaverville; William R. Freeman, Pittsboro; Keithan Blanchard Jenks, Pittsboro; Herman Ross Honeycutt, Raleigh; Carl Viggo Christensen, Raleigh; Edward Lee Smithwick, Morehead City; Gerald Franklin May, Louisburg; Paul Howell White, Hickory; James Peter Copses, Charlotte; Maxie Bryant Welch, Jr., Scotland Neck; Vaughn Douglas Bryson, Gastonia; John Robert Bowers, Bethel.

Not present when picture was taken: Jesse David Wall, Jr., Greensboro.

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**82 MILLION
PACKAGES
A YEAR...**



HEADACHE
NOTHING BETTER—NOTHING FASTER

***Manufactured exclusively
in North Carolina
Since 1910***

B. C. Remedy Co. DURHAM, NORTH CAROLINA

HOWELL HALL HAPPENINGS

Now that entrance examinations are being given by the Consolidated University of North Carolina throughout the state it is no longer necessary for applicants for admission as freshmen in the School of Pharmacy to come to Chapel Hill for a personal interview. It is pleasing that this expense can be saved for the applicant. In the place of a personal interview is substituted a written interview and the recommendation of a local pharmacist who is named as a reference. A pharmacist's recommendation is particularly important concerning personality, character, and promise as a future pharmacist. It will continue to be necessary for applicants for admission as transfer students to come to Chapel Hill for a personal interview.

A kinescope recording on "Careers in Pharmacy" is available for showing in the high schools of the state. The sound-film can be shown on any standard 16 mm. projector, and the program lasts about 27 minutes.

The prospect for a larger, new pharmacy school building is excellent and assurance has been received that the request will be recommended in the report of the Advisory Budget Commission. It is appropriate for each pharmacist to acquaint his legislators with the urgent joint need of the schools of pharmacy and journalism at Chapel Hill.

A beautiful, solid oak case for the valuable collection of rare books on pharmacy has been placed in the pharmacy library as the gift of the Woman's Auxiliary of the North Carolina Pharmaceutical Association. It became necessary for the collection to be stored in a locked case if it was to be maintained in the Pharmacy Library. It is hoped that members of the Auxiliary and their husbands will visit Howell Hall to share in the appreciation of this thoughtful gift.

Steven Harrison, second-year student from Denton brought some valuable additions to the pharmacy museum from the Denton Drug Store after obtaining 3 months' internship experience there during the summer. W. L. Lamar, pharmacist, sent

packages of Triner's Bitter Wine, Pond's Extract, Dr. Morse's Indian Root Pills, and Cascarets. These additions approximately doubled the holdings in this category and there is room for much greater expansion in the showing of these products of former popularity.

Professors E. A. Brecht and F. C. Hammerness showed the kinescope "Tomorrow's Drugs" for the program of the Kiwanis at Sanford on September 28. Robert Neal Watson of Jonesboro Heights was program chairman for the meeting.

Professors Fred Semeniuk, Sigurdur Jonsen, Earl Brown, and Ben Cooper were guests at the Annual Physicians and Pharmacists Barbecue of the Greensboro Drug Club on September 28.

The pharmacy school annual wiener roast honoring the new students was held at Hogan's Lake on October 2.

Professor F. C. Hammerness spoke on "Prescription Costing" at the first meeting of the Durham-Orange Drug Club in Durham on October 2.

On the evening of October 17 Kappa Epsilon gave its annual Freshman Dinner in the Pine Room of the Carolina Inn with all women students in pharmacy invited guests. Present also were Mrs. Henry T. Clark (Blanche Burrus), wife of the Administrator of the Division of Health Affairs, and a charter member of the chapter; Miss Alice Noble, adviser and associate member; Mrs. I. W. Rose, associate member; and Miss Woody Trosper, an alumnus. Miss Mary Sue Sheek, president, presided over the dinner. Miss Noble addressed the group on "Women on Campus Citizens."

It was a real compliment to the quality of the pharmacy students when the physiology department of the School of Medicine telephoned Dean Brecht to obtain the services of two students on a part-time basis to do analytical work in connection with research projects. Edwin Edmundson of Pinetops and Hobart Whaley of Beulaville were very happy to accept the part-time work.

(Continued on Page 659)

NO HOLIDAY

for "SPEEDY"



HE'S **BUSIER THAN EVER...**

...AND WE KNOW YOU ARE TOO!

BUT DON'T FORGET TO ORDER ENOUGH ALKA-SELTZER TO MEET THE HOLIDAY DEMAND. ALKA-SELTZER moves twice as fast during a holiday period. You will need adequate stocks to handle this turnover. And remember . . . during the coming holidays an extra display of ALKA-SELTZER near your cash register can pay you even bigger dividends.

MILES LABORATORIES, INC.

ELKHART, INDIANA



Partner of the Retail Druggist for more than 70 Years

HOWELL HALL

A Pharmacy Week display was prepared in the lobby of Howell Hall by Charles Barger, Hickory; Shirley Bumgardner, West Jefferson; Ernest Carraway, Williamston; Sue Sheek, Yadkinville; Janice Pipes, Asheville; and George Crevar, New York.

J. W. Tyson of Greensboro, President of the North Carolina Pharmaceutical Association spoke on "Types of Pharmacies" for the first meeting of the Student Branches of the NCPA and A.Ph.A. on October 23.

The second telecast on "Careers in Pharmacy" was presented on Channel 4 for high schools on October 31. Taking part on the program were Professors Brecht, Cooper, Hammerness, Semenik, and Thompson; pharmacy students Don Miller of Raleigh and Janice Pipes of Asheville; and Mr. H. C. McAllister, Secretary of the North Carolina Board of Pharmacy. These representatives of pharmacy were interviewed by two students Barbara Butler and Ralph Carter of the Chapel Hill High School.

Dean Butler, fourth-year student from Morganton and authorized instructor of American Red Cross First Aid Classes, began a special course for the girl scouts in Chapel Hill for a merit badge in first aid.

C. B. Tyson, local representative of Lederle Laboratories, addressed the pharmacy students on opportunities in pharmaceutical industry at a meeting sponsored by the Phi Delta Chi Fraternity at the Institute of Pharmacy on November 13.

Mrs. P. W. Kendall, Charlotte, President of the Woman's Auxiliary of the North Carolina Pharmaceutical Association made the annual official visit to the School of Pharmacy on November 19. She was joined by Mrs. W. P. Brewer, Greensboro, immediate past president for a ceremony to present the beautiful oak case for rare books in the Pharmacy Library as a gift from the Woman's Auxiliary.

The program for the second meeting of the Student Branches on November 19 was given by 4 graduate students in the School of Pharmacy who discussed pharmacy in their home countries: Rosmarie Fussenegger, Austria; Henry Cheng, China; Corazon Ramirez, Philippine Islands; and Yehia Dessouky, Egypt.

Two students in the School of Pharmacy are members of the University Band this fall: William Marshville and William Shoemaker of Thomasville.

On December 4 and 11 at 2:00 p.m. Dean E. A. Brecht presented two programs on first aid over station WUNC-TV, Channel 4 in the series on Natural Sciences broadcast for high school students.

PHARMACY SENATE

Reported by HAZEL GREEN

At the first meeting of Pharmacy Senate this fall five new members were accepted raising the total membership to twenty-five. James O'Daniel, President of Pharmacy Senate, made the introductory speech stating that the purpose of the Senate is to promote interest in pharmacy and to encourage public speaking. Dean Brecht, founder and advisor, also emphasized the fact that practice in public speaking will aid students in becoming leaders in social, civic, and professional affairs.



The Name at the Top—It's EVERFRESH

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Assures PROFITS
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"The swing is definitely toward the brands the public knows."

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List price, \$2.30 per dozen. 10% off in case lots of 2 dozen bottles, \$2.07 per dozen net. Minimum Retail Price, 30¢ each.

The McCambridge & McCambridge Co.
6400 Rhode Island Ave. Riverdale, Md.





"Sure I'm loaded. Gotta hot salesman!"

Works hard all day — no salary,
no commission."

Products Corporation. Local
plants all over the Southeast."

Member of the family?

"No-no. Sealtest Ice Cream. So good it sells itself, you know. Fountain sales are 25 per cent of my store's total volume. Folks really go for Sealtest quality."

And what about—

"Look, friend, I'm busy counting profits. Call up your Southern Dairies plant and put a Sealtest salesman on the griddle. One thousand, four hundred and seventeen; one thousand, four . . ."

"Sealtest quality"?

"Sure. Low over-run. High but-terfat. Pure, *natural* flavorings. No artificial flavors in any Southern Dairies Sealtest ice cream."

. . . sells your store!

Who's Southern Dairies?

"A division of National Dairy



DOINGS

OF THE AUXILIARIES

REPORTERS

- Charlotte—Mrs. James A. Wolfe
- Wilmington—Mrs. A. J. Simeone
- Greensboro—Mrs. J. A. Ranzenhofer
- Hight Point—Mrs. J. Louis Coble
- Raleigh—Mrs. Romas T. White, Jr.
- Winston-Salem—Mrs. John Holland
- Pharmacy Wives—Mrs. Paul Stevenson
- Alamance—Mrs. C. A. Wharton
- Rowan—Mrs. E. R. Fuller

Greensboro

The Greensboro Drug Club Auxiliary held its regular monthly meeting at the Mayfair Cafeteria, Tuesday, October 23.

The meeting was called to order by the

president, Mrs. Edward Kinard. Hostesses were Mrs. W. E. Davis, Mrs. D. D. Claytor, Mrs. Ben Collins, Mrs. Marion Edmonds, and Mrs. Frank Goodrum.

Due to unavoidable circumstances, our guest speaker, Mrs. Rider from Straughn's Book Store, who was to give a brief résumé of several current best sellers, was unable to attend. Therefore, a short business meeting was held.

Mrs. Kinard announced that the Drug Auxiliary had accepted an invitation to meet jointly with the Greensboro Medical Auxiliary next month, November 27th, at the Greensboro Country Club.

Inasmuch as we do not meet in December, the next regular meeting will be held the fourth Tuesday in January.

Raleigh

Four new members were welcomed into the Raleigh Woman's Drug Club at their



Mrs. Edwin R. Fuller of Salisbury (left), president of the recently organized Rowan Drug Auxiliary, is shown with Mesdames P. W. Kendall, Leslie E. Barnhardt and George Albright, who assisted in getting the state's youngest (October 4) local auxiliary underway.

November meeting, held at the Woman's Club. Mrs. W. F. Elmore, president, introduced four new members: Mrs. Charles L. Daniel, Mrs. John H. Bius, Mrs. O. R. Davis, and Mrs. M. R. Caruthers.

Mrs. L. E. Auckland, chairman of the projects committee, announced that the club would donate food and clothing to a needy family at Christmas.

Mrs. Tom Sanders, chairman of the entertainment committee, told the group that the Christmas party would be held at the Tar Heel Club, December 1, with the Four Deuces furnishing music for dancing.

The Ways and Means Chairman, Mrs. O. G. Duke, reminded the members of the bridge tournament, to be held November 16, at the Carolina Hotel.

Following the business meeting, refreshments were served, and bridge and canasta played.

Winston-Salem

The Apothecary Club resumed its monthly meetings in September, after being disbanded for the summer. At the September meeting, Mrs. Leslie Myers gave a report on plans for the Benefit Bridge Party and Fashion Show which was held October 6. Models were club members, and committee chairmen served as follows: Fashion Show, Mrs. Leslie Myers; Ticket Sale, Mrs. J. A. Way; Tickets for Cake Sale, Mrs. C. F. Ridenhour and Mrs. Annie Cooksey; Furnishing of cake, Mrs. M. V. Williams; Refreshments, Mrs. Leon Cahill and Mrs. J. M. Darlington; Tables, Mrs. W. D. Joyce; Pencils, Mrs. A. L. Fishel; Prizes, Mrs. Charlie Davis and Mrs. John Holland.

The resignation of Mrs. Bruce Woosley was acknowledged and accepted with regret. She had been a loyal member, serving as president for two terms. Her husband is now associated with the R. J. Reynolds Company in the research department.

A special meeting was held October 2 to make final arrangements for the October 6 benefit. In addition to reports of committee chairmen, donated prizes were displayed. Mrs. John W. Andrews and Mrs. Joseph H. Wilson were welcomed as new club members.

The Benefit on October 6 was a tremendous success, with all tickets sold, and

several cash donations received. This resulted in approximately \$300 being cleared, \$25 of which was from tickets sold on the cocoanut cake donated by Mrs. Williams.

At the November meeting, Mr. Jack Johnson, chief psychiatric social worker at Bowman-Gray School of Medicine, spoke on the normality as opposed to the abnormality in child behavior. Reports were heard from Committee chairmen: Mrs. Craig Lewis, Membership; Mrs. M. V. Williams, Sunshine; Mrs. Charlie Davis, Program.

Plans for the Christmas party to be held jointly with the Winston-Salem Drug Club, were discussed. This should be a gala affair under the direction of Leslie Myers, Drug Club president; Charlie Davis, Drug Club Program Chairman; and Mrs. Charlie Davis, Apothecary Club Program Chairman. They will have the able assistance of Mrs. Leslie Myers.

New members welcomed at the November meeting were Mrs. W. H. Andrews and Mrs. Lawrence Miller.

Hostesses were: For the September meeting—Mrs. J. M. Darlington, Mrs. Ernest Rabil, Mrs. E. L. Roberts, Mrs. A. C. Dollar, Mrs. W. C. Brantley, Mrs. H. P. Watson, Sr. For the November meeting—Mrs. M. V. Williams, Mrs. C. H. Knight, Mrs. Lewis Ferguson, Mrs. J. H. Ball and Mrs. J. P. Andrews.

Wilmington

The September meeting of the Woman's Auxiliary of the Wilmington Drug Club was held at the home of the president, Mrs. Albert J. Simeone.

Mrs. Simeone presided over the meetings and announced the appointment of the following chairmen of committees:

Membership, Mrs. T. W. Bowen; Social, Mrs. P. H. Heaton, Jr.; Ways and Means, Mrs. R. E. Carter, Jr.; Hostess, Mrs. N. C. Herring; Historian, Mrs. H. T. Bishop; Salvation Army Representative, Mrs. B. C. Brown; Telephone Committee, Mrs. Bob Jones, Mrs. J. B. Rice, and Mrs. John Shannon.

Mrs. Brown gave a report of the Salvation Army luncheon and 12 members volunteered to dress dolls for Christmas.

Mrs. W. L. Hickmon presented a plea

or chaperones to the Y.W.C.A. Teen-Age activities, and this was accepted as a service project for the year.

Mrs. Gretchen Thomas, director of Y-Teen activities, directed several social games and contests. Prizes were won by Mrs. Morris Gerritt, and Mrs. W. R. Adams.

The Women's Auxiliary of the Wilmington Drug Club held its October meeting at the home of Mrs. V. J. Lindenschmidt with Mrs. Thomas Bishop serving as co-hostess. The president, Mrs. A. J. Simeone, presided over the business session.

Mrs. W. L. Hickmon, the Auxiliary's Salvation Army representative, distributed dolls to members who volunteered to dress them for Christmas. They were asked to return them, dressed, at the November meeting.

Mrs. P. H. Heaton, Jr. and Mrs. A. J. Simeone volunteered to serve as hostesses at the Y-Teen Dances during the month.

Mrs. R. E. Carter, Jr., Chairman of the Ways and Means Committee, discussed plans for the turkey raffle which was held before Thanksgiving as a money-making project. Tables were set up for bridge and canasta. High score prizes were won by Mrs. John Shannon for Canasta, and Mrs. Lindsey Edmund for Bridge.

Charlotte Druggist Auxiliary

"Citizen Participation in Politics—from the Precinct to the National Level" was the theme of the speaker at the October Charlotte Druggist Auxiliary meeting. Mr. Frank W. Snapp, Jr., local attorney, who is a Democratic candidate from Mecklenburg County for the State House of Representatives, spoke to our club, urging all members to take an active part in government, pointing out that "Politics is what it is possible to do, not always what it is in your heart to do, in order to reach your ultimate goal." Mr. Snapp was introduced by our Program Chairman, Mrs. Gilbert Polina.

The devotional was given by Mrs. Raymond Cobb. Lovely dried arrangements, by Mrs. Russell Tucker and Mrs. Victor J. Riggsbee, of dock, loquat leaves, catalpa seed pods, with pyracantha berries, deco-

rated the tables.

Mrs. F. F. Potter, President, welcomed a new member, Mrs. I. B. Nichols, into the club. Guests were Mesdames Earl Clanton and J. N. Spoon. Door prizes were won by Mrs. P. W. Kendall, Mrs. F. F. Potter, and Mrs. D. L. Smith.

Rowan

With a charter membership of ten, the Rowan Drug Auxiliary was organized in Salisbury on October 4.

Mrs. Edwin R. Fuller was chosen president, Mrs. Robert Milton, vice president, and Mrs. James Patterson, secretary-treasurer.

Present for the meeting assisting in organizing the local club were Mrs. P. W. Kendall, state president of the Woman's Auxiliary of the NCPA, and Mrs. Leslie E. Barnhardt, both of Charlotte.

Founders of the club included Mesdames Fuller, Henry Fairley, James W. Compton, D. Craig Purcell, Robert H. Milton, Robert B. Julian, Harold Kenerly, Jim Patterson, James Fowler and George B. Albright.

The newly organized Rowan Drug Auxiliary met November 15 in Salisbury at the home of Mrs. Edwin R. Fuller.

A program on Christmas decorations was given by Mrs. Myron Goodman. She displayed decorations she had made, including Christmas baskets, centerpieces and shadow boxes.

During the business session, the club voted to meet the third Wednesday of each month.

Pharmacy Wives

The Pharmacy Wives of Chapel Hill dispensed with the business session at the first November meeting, and went to an interior decoration shop, Stylecraft, for a showing of period and contemporary furniture and accessories. Miss Flora Jones guided the members through the displays, answering questions and making suggestions. At the conclusion of the "tour," the president, Mrs. Jean Bullock, presented Miss Jones with a gift of appreciation.

Rental Survey

(Continued from Page 627)

A lease should contain the following:

1. The date.
2. The names of lessor & lessee.
3. Description and identification of property.
4. The length of tenancy.
5. The amount of payment.
6. The manner of payment.
7. Statement of conditions & agreements.
8. Signatures of the parties.

The statement of conditions and agreements should include:

Who is responsible for utilities, repairs & sidewalks.

What alterations can be made.

What happens in the case of fire.

Who will own the fixtures installed.

Who loses in the case of eminent domain.

What can and cannot be sold.

Assignments, options, remedies in law and the right to inspect.

As noted in the results, 57% of the stores have leases for a period of 5 years. The option for renewal in most instances for these stores is an option to renew the lease for an additional 5 years. There is no particular pattern shown for the other lease periods tabulated. About 63% of the leases for drug stores in the United States are for 1 to 5 year periods.

The average drug store reporting pays out 2.1% of its sales in rent. *The Lilly Digest* reports that drug stores in the South Atlantic States paid out 2.2% of their sales in rent in 1955. It has been shown by some, that drug stores pay out as much as 8 to 10% of their sales for rent. Dr. Paul Olsen of *Drug Topics* states that 3% of sales is an equitable amount to be paid for rent in shopping centers and 5% is too much in many instances. Sometimes the amount of rent paid is based upon the front foot with about \$20 a month per front foot being paid on an average.

There are many other types of rental payments other than a flat rate per month. The following 5 types of leases are the most common types based upon a percent-

1. The minimum-maximum form. This type provides a minimum guaranteed rental and specifies a fixed maximum under any conditions.

2. No-guarantee form. The owner reserves the right to cancel the lease after a reasonable time if the tenant fails to meet the predetermined volume.

3. A combination of a fixed-rental and percentage form. For a given period of time a fixed rent is paid and then during the remainder of the period a minimum percentage is paid.

4. A flat percent of net sales is paid for a determined period and then a minimum amount for the balance of the period.

5. Regular percentage form stating a minimum amount. This last type is the most common and also the most simple to use.

The population figures are not too indicative other than in a general way. Usually the larger the city the higher the rent that is paid.

Pharmacists who own their own building should include rent expense in the profit and loss statement to reveal the true net profit from operations.

In summary, the survey reveals that on an average North Carolina drug stores appear to be operating under average rental conditions existing today. A possible exception may be the abnormally high number of stores operating with verbal leases. All stores having verbal leases are strongly urged to reconsider their position and make an effort to obtain the terms of the lease in writing. It is highly advisable to consult a good lease attorney in the above matter.

Troy Drug No. 3 Opened

Billed as the "store of the future," the third Troy Drug Store was opened in Charlotte in mid-November.

Located in the Hutchinson Shopping Center, the store will serve as the southeastern manager's training center for Bulman equipped stores.

Harry C. Rice, pharmacist, is manager of the store. He was formerly assistant manager of the Liggett store in Charlotte.

Owens, Minor & Bodeker

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a Merry Christmas

and a very

profitable New Year!

*Our thanks for your friendship
and loyal patronage.*

Complete Drug Store Service

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Merry Christmas

As we approach the threshold of another year, our thoughts turn gratefully to those whose courtesy, good will and loyalty have helped make our progress possible. In this spirit we extend to you the

Season's Greetings

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